

INSIDE DOPE

by GEORGE F. TAUBENECK

Fair Deal
Obviously Nuts
No Reason for It
Convenient
Couldn't Afford Luxuries
Not So Dumb
Asserting His Courage
Now It Comes Out
Ain't It the Truth
Maybe She Wasn't So Dumb
Jake Lost His Temper
Grounds for Divorce
Genesis: Modern Version
She Had Him There

Fair Deal

"Charlie," pouted Mrs. Gotrox, "our new maid has burnt the roast. Would you settle for a couple of kisses for supper?"

"Sure," grinned hubby. "Where is she?"

Obviously Nuts

"Don't you ever worry about your husband noticing other women?"

"Heck, no," preened Sheila. "Why that man is so crazy about me he doesn't know other women exist!"

"How nice for you, dear," meowed Sandra. "But is he crazy all the time?"

No Reason for It

Sally Sylvester married Johnnie Johnston during her 22nd year, mainly to get away from the dictation of her parents, to get a home of her own, and to have some unsupervised fun. She hadn't learned to love Johnnie yet, but she hoped that she could.

Things didn't work out so conveniently as she had planned, however. Her continuing household routine of dusting, dishes, and diapers certainly was anything but exciting and inspiring and fun. She found herself right back where she started—in a dull, tiresome rut.

Sally quietly went crazy and, on a particularly wearisome morning in May, cut her throat.

The coroner assigned to this case was a young fellow. Untried and inexperienced he was—so he was a bit curious.

"Why," he asked her husband, "should Sally want to commit suicide?"

"Darned if I know," mused Johnnie. "Nobody bothered her at all. She had everything her own way. Why, she hadn't been out of the house for three years."

Convenient

Eustis Jones had been a stevedore in the Brooklyn Navy yard for a number of years. One day he slipped on the dock, fell into the harbor, and was drowned.

After the funeral, a friend of Mrs. Jones inquired as to how she was fixed financially.

"Okay," replied Eustis's widow. "He left me with twenty-\$1 thousand dollars insurance money."

"Sa-ay," exclaimed her friend, "imagine him havin' all that dough and not even bein' able to read or write!"

"Yeah," replied the widow, innocently, "or swim!"

Couldn't Afford Luxuries

Having inherited a generous fortune from a second-hand auto dealer's estate, Mr. and Mrs. Meatball decided that they should crash "Society" (the Capital "S" variety). Taking the first step in this direction, they registered at an exclusive seaside resort hotel, where the "elite" were rumored to congregate at the proper time of the year.

After waiting out a few weeks of lonely residence at this veddy social spot, the Meatballs finally were "accepted" (thanks to a few well-placed thousand-dollar bills). They were invited to dine in an Old Manse with a party of outstanding society-page celebrities.

Mr. and Mrs. Meatball got along well enough through the cocktail period, and they held their own

ISSUED EVERY MONDAY AT 450 W. FORT ST., DETROIT 26, MICHIGAN. ESTABLISHED 1926.



AIR CONDITIONING & REFRIGERATION News

Vol. 65, No. 3, Serial No. 1192

January 21, 1952

Subscription Price, \$5 Per Year

Entered as second-class matter October 3, 1936 at the post office of Detroit, Michigan, under the Act of March 3, 1879.
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Distributors Will See '52 Coolerator Line February 22

DULUTH, Minn.—New models in the 1952 Coolerator electric refrigerator and range lines will be shown for the first time to distributors at a special Coolerator Conclave scheduled for Feb. 22 at the Hotel Morrison, Terrace Casino, in Chicago, according to G. L. Rees, Coolerator vice president in charge of sales.

The new Coolerator home freezer line was introduced to the trade at the Chicago Winter Market.

The 1952 freezer line consists of three deluxe models having two compartments, one of which can be used for fast freezing. Model numbers, sizes, and suggested list prices are: FA-105, 10½ cu. ft., \$399.95; FA-130, 13 cu. ft., \$459.95; FA-184, 18½ cu. ft., \$614.95.

Among features of the freezers are (Concluded on Page 21, Column 3)

New Victor Dehumidifier Serves 8,000-Cu. Ft. Area

HAGERSTOWN, Md.—A new dehumidifier that is claimed to take less floor space and to be more compact than any other dehumidifier on the market has been announced by the Victor Products Corp. here.

Measuring 13½ in. wide, 13½ in. deep, and 18½ in. high, and weighing 52 lbs., the unit is said to remove excess moisture from any enclosed space up to 8,000 cu. ft.

Under high temperatures and extreme humidity, a Victor dehumidifier will remove up to 3 gals. of moisture (Concluded on Page 21, Column 4)

N.Y. BBB Takes Action To Curb Misleading Ads

NEW YORK CITY—A program to "put teeth into" voluntary restrictions on false and misleading advertising of major appliances and radio and television receivers, is to go into effect in the New York City metropolitan area on Feb. 1, it has been disclosed by the Better Business Bureau of New York City, Inc.

Purpose of the program is to provide new machinery for the administration and enforcement of the advertising and selling standards adopted by elements of the appliance retailing industry and metropolitan newspapers about a year-and-a-half ago.

A primary feature of the "enforcement plan" is the establishment of an industry advisory panel which will (Concluded on Page 21, Column 3)

Norge Swings Into All-Out, Multi-Media Ad Campaign

CHICAGO—Dramatized by two topflight airwaves program, one of the most potent advertising campaigns in Norge history is in full swing.

Kate Smith's television show, plus Red Skelton on radio, are the locomotives of an advertising train which includes national magazines, business papers, newspapers, and ingenious new point-of-sale material.

Although this program was held up momentarily during the Admiral negotiations with Borg-Warner in December, it got off on schedule at the beginning of the year without losing a stride.

(Concluded on Page 6, Column 3)

Consumer Goods To Be Cut 10% In 2nd Quarter

WASHINGTON, D. C.—Allotments of steel, copper, and aluminum for the production of consumer durable goods during the second quarter of 1952 were announced recently by the Defense Production Administration.

Allotments, it was revealed, will permit production at about 10% below first-quarter levels.

Carbon steel allotments will be at 45% of the base period (first half of 1950), brass mill products at 22 to 29%, and aluminum at about 30%.

The National Production Authority's consumer durable goods division will receive 872,180 tons of steel, 34,584,000 lbs. of copper and copper base alloys, and 48,030,000 lbs. of aluminum to divide up among the companies under its charge.

DPA said, in making the allotments, that it has attempted to sustain production of consumer durable goods in the second quarter at a "protected minimum level."

This level is designed to (1) prevent future shortages of important equipment; (2) sustain employment at the highest possible level consistent with the short supply of critical materials, and (3) to permit sufficient production to support our (Concluded on Page 4, Column 5)

Textile Industry Needs 500,000 Tons More Refrigeration

NEW ORLEANS—"At least another 500,000 tons of refrigeration will be needed in the textile industry," predicted R. K. Hunter in a talk on air conditioning requirements in the textile field presented at the 47th annual meeting of the American Society of Refrigerating Engineers here.

The paper, which had been prepared by Hunter in collaboration with O. B. Long, George Ficken, and L. H. Allcorn, had been sponsored by the ASRE A-9 technical committee on comfort cooling and industrial air conditioning, which was chairmanned by Hunter.

In reviewing the use of air conditioning by the textile industry, Hunter pointed out that "it provides improved quality of product."

"Accurate control of dry bulb and (Concluded on Back Page, Column 5)

Material Shortages Cut Kelvinator Production To 678,039 Units In '51

DETROIT—Kelvinator appliance production during the fiscal year ended Sept. 30, 1951, totaled 678,039 units as compared with 803,600 during the previous fiscal year, George W. Mason, president of Nash-Kelvinator Corp., reported to stockholders recently.

Kelvinator production was affected by shortages of materials, particularly during the first half of the fiscal year when dealer inventories normally are built up, he said.

Mason said that the Nash-Kelvinator Corp. will be engaged in 1952 on a dual program of civilian and military production. The latter will consist of manufacture of the R-2800 "Double Wasp" Pratt & Whitney aircraft engine. Production will be in new plants now under construction and in parts of existing plants.

NARDA Hears Predictions of Things To Come

Need Seen for Shortened Lines, Aggressive Selling, Close Inventory Control

By John O. Sweet

CHICAGO—Retailers attending the annual convention of the National Appliance & Radio Dealers Association, held at the Conrad Hilton hotel here last week, heard numerous predictions on what 1952 seems to hold in store for them and what they should do about it.

Points most frequently made were that hard selling will be required in some cases at least, despite cutbacks in production of appliances; that dealers should shorten their lines; and that they should maintain close control over all phases of their operations, particularly inventories of both new and used appliances.

Here, in brief, is what some of the speakers had to say:

Mort Farr, Upper Darby, Pa., retailer who was reelected president of NARDA for a second term:

"There is talk of shortages. I don't believe this is a deliberately created smoke screen. I honestly believe that at times during the year we're going to feel some shortages in the more popular—probably promotional—models in a few lines.

"Certainly we'll not have enough of the rising low-saturation lines. Driers are scarce. Freezers are finding production dropping behind demand rapidly.

"We won't be able to buy exactly as we choose and we'll have to do some aggressive selling occasionally to move what we can get.

"But this doesn't mean the gate to wild buying has been let up. Courageous buying, yes. Far sighted buying, yes. But not gambling. Our chance of winning is too slight for that, and our experience in losing, too recent."

Raymond J. Hurley, chairman of Thor Corp.:

"You hear of the prospect that by fall consumer durable goods will be appreciably curtailed as defense production accelerates, but will this be a needle to stimulate business in 1952? I sincerely doubt it.

"For one thing, the public has been needled to death. They have acquired a tolerance for crises. They have thrown up a hard protective shell. They just don't scare any more.

"Granting that production of consumer durables may be reduced . . . I think, come fall, there will be appliances of all kinds available. Because of alternate materials programs and manufacturing ingenuity, I think the appliance industry will be able to produce a highly satisfactory number of units in 1952. I think that the public thinks so too.

"This same public has been on the receiving end of two income tax boosts and a 12% increase in living costs which have combined to reduce their net income by about 4% in the past two years.

"To me this spells one thing and that is, in 1952 we are going to have to sell our production of merchandise more vigorously and more intelligently than in the immediate past, and the same applies to you.

(Concluded on Back Page, Column 1)

Timmerman Will Manage G-E Refrigerator Dept.

LOUISVILLE, Ky.—Appointment of Walter M. Timmerman as general manager of the household refrigerator department has been announced by C. H. Linder, general manager of the major appliance division of the General Electric Co.

Timmerman, who holds an electrical engineering degree from Iowa State College, first started with the company in 1925 in its Test Course. Two years later he was made head of refrigerator development test, and shortly thereafter was transferred to the Cleveland refrigerator department as commercial engineer.

In April of 1951, he was appointed assistant to the acting manager of the household refrigerator department, and was subsequently made assistant manager, the position he held prior to his recent appointment.

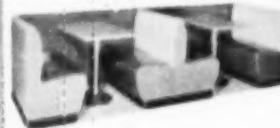
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Experienced commercial refrigeration salesman wanted for southern California-Arizona territory. Pacific Coast warehouse stock available. Right man can net \$8,000 to \$10,000 yearly. Must qualify for bond at my expense. Contact Charles R. Rogers, Western Zone Sales Manager.

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151 SECOND AVE.
SAN MATEO, CALIFORNIA

CHROME FURNITURE at LOW...LOW PRICES



Booth Illustrated

single \$39.50 list
double \$59.50 list
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BIANCO manufactures quality chrome furniture at prices that command fast sales action. A complete line from deluxe to economy. Booths . . . settees . . . tables . . . wall panels. Upholstered in rugged Duran for long life.

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MODEL 707. Low and wide, this self-service case can be serviced front or back. Can be joined for endless display.



MODEL 206. Double-decked to double your dairy sales. 12 ft. of refrigerated shelving in 6 ft. of floor space.



MODEL 3508. 8-ft. long self-type display case. For self-service display of dairy products and bottled goods.



MODEL 3842. A 6 cu. ft. built-in refrigerator. One of the many popular KOCH self-contained refrigerators.

THE QUALITY REFRIGERATOR LINE



MODEL 3710. An open front self-service display case for pre-packaged fresh meat, produce, or dairy products.



MODEL 3100. An end-of-the-line self-service display case made in 7 and 10 ft. lengths. Set up in any length for profitable display.

More Packaged Fresh Foods Needed To Meet Frozen Food Competition

NEW YORK CITY—Further development of pre-packaging of fresh fruits and vegetables into units sized for consumer use has been suggested as one means by which the fresh produce industry can combat the inroads into its volume scored recently by the frozen foods industry.

This idea was the number one point in a five-point program suggested to that industry by Hugh Davern, vice president in charge of merchandising for the Grand Union Co. here. The program is said to have considerable support among other elements of the fresh foods industry here.

Other points in the program are the improvement of packaging and transportation, a curb on speculation that has an artificial effect on prices, increased use of merchandise identification by individual farmers, and consideration of an industry-wide institutional advertising drive.

Davern pointed out that the retail prices of frozen foods were gradually being lowered to the level of fresh produce, and frozen foods were cutting into the volume previously enjoyed by the perishables trade.

He noted that the frozen product appeals to the consumer because of its convenience, lack of waste, and absence of price fluctuations, particularly now when the price differential is small.

The idea of a nationwide advertising campaign is becoming feasible because of the present merging of

the National League of Wholesale Fresh Fruit and Vegetable Distributors and the United Fresh Fruit and Vegetable Association. The merger will become official on Jan. 28.

Such a campaign will be one of the first things to be considered by the new group resulting from the merger. This group will represent all elements of the industry from all parts of the country.

E. N. Guild Named Frick Assistant Sales Manager

WAYNESBORO, Pa.—Appointment of Everett N. Guild as an assistant sales manager of Frick Co. is announced by W. H. Aubrey, vice president and sales manager of the Ice and Refrigerating Machinery Dept.

Guild has been identified with the refrigeration industry for 25 years, originally with Copeland Sales Co. as commercial sales engineer. For 16 years he was with Norge Div., Borg-Warner Corp., eventually becoming director of research. In 1949 he became general sales manager of Victor Products Corp.

Guild was graduated in electrical engineering at the University of Cincinnati.

His new activities will be directed primarily toward the promotion of sales by factories, dealers, and contractors.

•

IF YOU HAVE SMALL VOLUME—

If you prove to the satisfaction of OPS that you are entitled to relief under this adjustment provision, but, because of the extremely small volume of your business, you cannot establish clearly the extent of the impairment of your pre-Korean earnings, OPS may take into account the ceiling prices and underlying costs for substantially the same services sold or supplied by others in your area.

(1) Except under the circumstances listed or described in subparagraph (2) of this paragraph, you must file your application, in duplicate, on OPS Public Form Pub-43, Revised, with the OPS District Office for the district in which your place of business is located.

In addition to the information required of you by OPS Public Form Pub-43, Revised, OPS may request such other information as may be found necessary in considering your application. The authority to act upon your application is being delegated to the OPS Regional Offices, with power to redelegate this authority to the OPS District Offices.

(2) You must file your application on OPS Public Form Pub-43, Revised, in duplicate, with the Office of Price Stabilization, Washington 25, D. C., if you sell or supply any services subject to Ceiling Price Regulation 34, which are listed or described below:

(i) Any services supplied by a person whose business (services, and other business) normally is carried on in more than one OPS region.

(ii) Any services rendered to manufacturing or industrial establishments which are either a necessary part in the production of a commodity or are useful or necessary in the preparation of a raw material for marketing.

(iii) Any services rendered on food or agricultural commodities.

(iv) Royalty arrangements of any kind.

(v) Services of selling agents, brokers, or auctioneers.

(vi) Real property management services.

(vii) Banking services.

(viii) Admissions to athletic and sporting events.

(ix) Non-exempt services performed or supplied by public utility and common carrier corporations, their lessees, concessionaires, or assigns (such as parking facilities, locker facilities, installation of gas and electric ranges).

(x) Warehouse facilities.

(xi) Dock and terminal facilities.

IF SOME OF YOUR SERVICES ARE NOT LISTED—

If some of the services you sell or supply are listed or described in this subparagraph and some of the services you sell or supply are not so listed or described, you must file your application for adjustment for all of the services which you sell or supply with the Office of Price Stabilization, Washington 25, D. C.

In addition to the information required of you by OPS Public Form Pub-43, Revised, OPS may request such additional information as may be found necessary in considering your application.

(3) Because of inherent cost accounting problems peculiar to the various service trades, exact determination of cost increases or decreases under section 402 (d) (4) of the Defense Production Act of 1950, as amended (by Capehart), would impose an insuperable difficulty upon the service trades. Generally, the provisions of this section, other than this subparagraph, will afford, to the fullest practicable extent, the relief permitted by section 402 (d) (4) of the Defense Production Act of 1950, as amended.

CPR-34 Amendment

Regulation Covering Service Trades Amended To Allow Greater Latitude In Adjusting Ceiling Prices

IF THE CEILING PRICE INCREASE IS NOT SUFFICIENT—

If, however, you believe that such other provisions of this section do not afford you an adjustment which permits as much of a ceiling price increase as you are entitled to under section 402 (d) (4) of the Defense Production Act of 1950, as amended, you may write and make a full showing to the Office of Price Stabilization, Washington 25, D. C., stating the relief to which you believe you are entitled and the reasons for your belief.

You should also state the relief you have previously received under this section and the reasons why you believe that such relief is not sufficient; whether you have an application pending before OPS for relief under any other provision of this section, and if so, the date of filing and the address of the OPS office with which you filed the application.

You should also supply all of the reports required by General Overriding Regulation 20 or General Overriding Regulation 21, whichever by its terms would be applicable to your business if services covered by Ceiling Price Regulation 34 were not exempt from those regulations.

(4) Any application filed prior to Jan. 14, 1952 will be given due consideration in accordance with the standards provided in this section, as amended. Accordingly, you need not revise such application. If supplementary information is necessary you will be advised by OPS in due course.

Effective date. This Amendment 2 to Ceiling Price Regulation 34, is effective Jan. 14, 1952.

RACCA Starts Disability Group Insurance Program

NEW YORK CITY—The Refrigeration and Air Conditioning Contractors Association is embarking on a group accident and sickness disability program of insurance, prepared jointly by a large insurance company and RACCA, Nathan Edelstein, executive vice president of the association, has announced.

The decision to go ahead on this program resulted from a membership poll which indicated that the majority of the membership considered such a plan a decided benefit.

At the time of the poll, Edelstein explained to the members that they could gain the advantages of better coverage in a group plan available to all members under age 70.

The plan covers pre-existing causes of disability; it cannot be cancelled for an individual unless the entire plan is cancelled; it does not require house confinement in order to collect full benefits; and the coverage is world wide, non-prorating, and free from exclusions.

Most of the advantages are definitely not available to the individual buyer, Edelstein declared. Low cost is another big factor, he said, because the price of the insurance contemplated represents a saving of 30 to 50% from the cost of insurance individually purchased.

Bruno-New York Plans To Cut Bendix Dealers 10%

NEW YORK CITY—Bruno-New York plans to reduce the number of Bendix dealers in the New York area by about 10% in 1952, according to Gerald O. Kaye, vice president in charge of sales of the local distributorship.

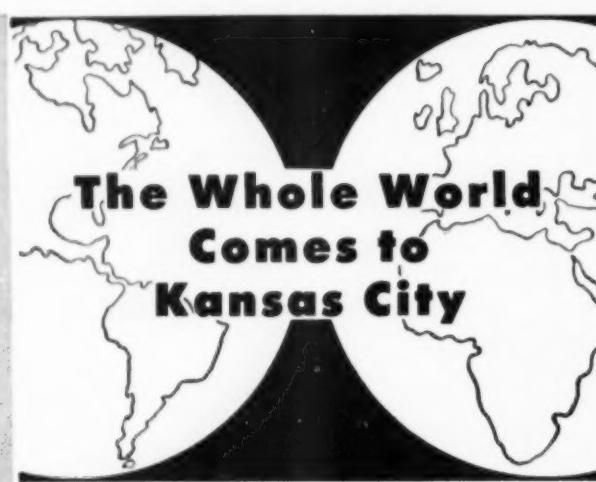
Kaye said the move is not a national policy, but an effort by Bruno-New York to eliminate dealers who are not doing an adequate job of merchandising Bendix products.

Admiral Acquires Custom Plastic Molding Company To Make TV, Radio Cabinets

CHICAGO—Admiral Corp. has purchased the Molded Products Corp., of Chicago, one of the largest custom molders of plastics in the country, for an undisclosed sum, John B. Huaris, executive vice president of Admiral, announced recently.

This acquisition brings to 10 the number of manufacturing plants owned and operated by Admiral.

Molded Products Corp., which was founded in 1939 with 16 employees, now has 300 employees and will be operated as a subsidiary of Admiral, Huaris said. The new plant is located at 4535 W. Harrison St., and produces approximately 150,000 television, radio, radio-phonograph, and record player cabinets a month.



Day after day, KOCH manufactures and ships commercial refrigerators and display cases to merchants all over the world. Markets in Los Angeles and Liege, St. Louis and San Juan, Miami and Manila, all specify KOCH refrigerators as their standard of quality and selling power.

During the last several months, KOCH has made substantial shipments of refrigerators to good customers in:

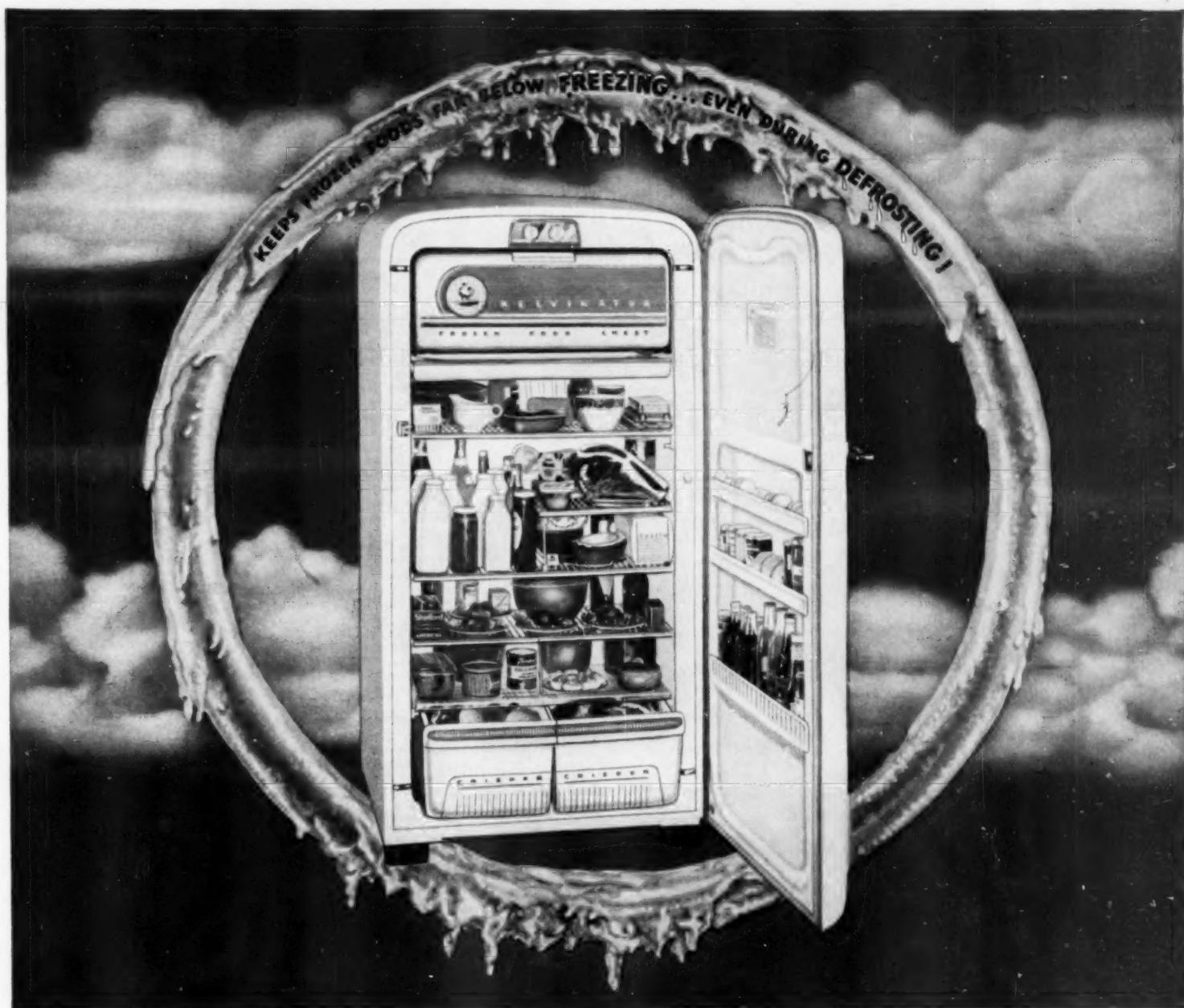
Belgium
Canada
Colombia
Costa Rica
Cuba
Dominican Republic
Dutch Guiana
Ecuador
El Salvador
Germany
Guatemala
Haiti
Hawaii
Indonesia
Iran
Israel
Italy
Luxembourg
Netherlands West Indies
Nicaragua
Portuguese East Africa
Portuguese West Africa
Panama
Philippines
Puerto Rico
Singapore
Switzerland
Thailand
Union of South Africa
Venezuela

and they come back for more!

Why? Well, we think that good merchandise is liked and wanted by good people all over the world. For almost seventy years, KOCH has worked at developing and producing the world's finest refrigerated fixtures . . . for profitable use in every climate under the sun.

KOCH is a money-maker for distributors as well as users in every part of the world. If it isn't available in your territory, write for information on the complete KOCH line.

KOCH refrigerators, inc.
SINCE 1883



It's Here! The New "MAGIC CYCLE"® Kelvinator!

COMpletely new, completely different, completely revolutionary, the new "Magic Cycle" Kelvinator is utterly unlike previous concepts of automatic defrosting refrigerators. It uses no added electric heating elements. It operates by a simple . . . yet sensational . . . variation of the normal functioning of the refrigeration cycle.

Kelvinator's "Magic Cycle" automatic defrosting is faster, more economical, safer than all others. It is a great new basic development in refrigeration that will be an exclusive for Kelvinator retailers.

Here is the greatest engineering achievement since Kelvinator

originated the full length door, cold-clear-to-the-floor refrigerator in 1948 . . . today the most imitated design in the industry. Here is a basic contribution to the science of refrigeration . . . an exciting achievement that will create striking new awareness of Kelvinator leadership . . . tremendous, nation-wide demand by customers . . . profitable sales for Kelvinator dealers.

Yes, here is the "Magic Cycle" Kelvinator . . . new and thrilling proof that the Kelvinator franchise is the most valuable franchise in the appliance industry.

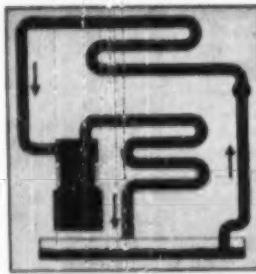
*Patent applied for.

THERE IS A BETTER REFRIGERATOR . . .

IT'S *Kelvinator*

THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY
ELECTRIC REFRIGERATORS...RANGES...FREEZERS...WATER HEATERS...AIR DRIERS

KELVINATOR - DIVISION OF NASH-KELVINATOR CORPORATION - DETROIT 32, MICHIGAN

**CLEAR'S UP
FREEZE UPS**

Thawzone circulates with the refrigerant to reach ALL the moisture. Gets to any moisture traps in expansion valve, receiver, etc.

By a patented method Thawzone actually destroys moisture so it can't come back. For any "Freon" or methyl chloride units. Phone your wholesaler now.

THAWZONE®

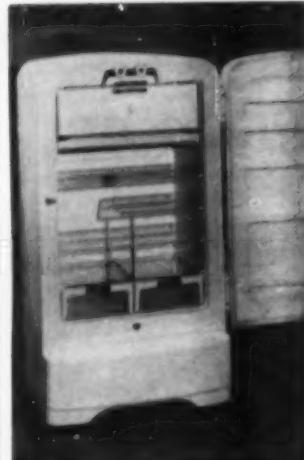
1952 Deluxe Refrigerators

**at
NEW, LOW PRICES**

MODEL LHD was \$209—NOW \$199
MODEL LH90 was \$199—NOW \$179
MODEL LUD9 was \$174—NOW \$167

Laudon
MINNEAPOLIS

COMMERCIAL REFRIGERATION EQUIPMENT
2024 27th Avenue South, Minneapolis, Minn.



LEFT: A new 9-cu. ft. fully automatic defrosting Shell-vapor refrigerator, the DAD-95, has been added to the 1952 line by the Crosley Div., Avco Mfg. Corp. The unit features "Soft Glo" styling and adjustable shelves. The freezer compartment holds 42 lbs. of frozen foods.

RIGHT: New $\frac{1}{2}$ -hp. room air conditioner introduced by Crosley Div. The unit is bolted to a "track" which is easily fastened to any window sill. It has three-way adjustable outlet grill to control the flow of air. It retails for \$249.95.

**Crosley Refrigerator, Room Coolers--**

(Concluded from Page 1, Column 4)

contains a "track" which is fastened to the window sill, and the entire unit is slipped onto the track and bolted. No alteration on the window is necessary. The kit also includes material for sealing windows which are larger than the air conditioner.

Crosley's room air conditioner will be available in three sizes, $\frac{1}{2}$ hp., $\frac{1}{3}$ hp., and $\frac{1}{4}$ hp., priced at \$249.95, \$349.95, and \$399.95.

Armstrong stressed that the low initial cost of the room air conditioner takes it out of the "carriage trade" class and puts it within the reach of the average family. He added

that the operating costs of keeping a room cool are but $\frac{1}{10}$ as much as they are to keep it warm.

The Crosley room air conditioner has a three-way adjustable outlet grill, making it possible to direct the flow of the air to any part of the room. It is engineered for noiseless operation and has simplified, clearly marked controls. The fan operates either at full speed or half speed on the $\frac{1}{4}$ -hp. model.

The $\frac{1}{2}$ -hp. unit is $13\frac{1}{2}$ in. high, $23\frac{1}{2}$ in. wide, and 27 in. deep. It extracts $1\frac{1}{2}$ pints of moisture an hour from the room's atmosphere and circulates 470 c.f.m. The $\frac{1}{3}$ -hp. room

air conditioner is $13\frac{1}{2}$ in. by 27 by 27 in., and has an extraction capacity of 1 $\frac{1}{2}$ pints and a circulation capacity of 560 c.f.m. The $\frac{1}{4}$ -hp. unit is $15\frac{1}{2}$ in. by 27 by 27 in., and removes $2\frac{1}{2}$ pints of moisture and circulates 700 c.f.m.

Armstrong added that the Crosley room air conditioner would be pushed by an aggressive sales promotion and advertising campaign, stressing year-round need for such an air conditioner and the economy of its initial cost and operation.

The new refrigerator, the DAD-95, will incorporate "Soft Glo" treatment of the cabinet interior on the trim frame, door panel, baffle front, and crisper fronts. In addition to the Soft Glo styling, a complementary color has been introduced in the crisper handles, the freezer compartment door handle, and the temperature control knobs.

The freezer compartment holds 42 lbs. of food for storage or fast freezing, and has two ice cube trays with a tilt-type lever for releasing cubes. The interior can be arranged to fit almost any storage load with the lift out shelves. The sealed crispers retain moisture in greens and leafy vegetables. They are of clear polystyrene.

The automatic defrosting system, exclusive with Crosley, defrosts once every 24 hours. A clock control, normally set at 3 a.m., permits the user to change the time as desired. The entire operation is over in a matter of minutes. Frozen foods and ice cream stay firmly frozen.

Brunner Plan--

(Concluded from Page 1, Column 4)

eration condensing units for commercial applications have established such a record for relatively carefree operation over many years of service, we could offer with confidence such a 5-year protection plan."

To the user of Brunner commercial refrigeration units the plan means that the compressor—the body casting and/or any of its parts—will be repaired, replaced, or exchanged without charge by Brunner in the event of mechanical failure within the 5-year period where covered by the plan, according to the terms and conditions specified therein.

In operation, this 5-year protection policy is simple. Each Brunner compressor when leaving the factory will have attached thereto a "Protection Policy Application Form." If the dealer wishes to avail himself and his customer of this 5-year protection plan he will fill out this form and mail it to the factory in accordance with instructions printed thereon. The factory will issue the 5-year protection policy in the name of the customer and mail it to the customer.

Attached to the warranty will be a "Service Application" form. In the event replacement or exchange of compressor parts should be required within the 5-year period the dealer will use this application form as a request for needed replacement parts without charge. He will, of course, make his usual charges to the customer for labor and transportation.

The "Service Application" form is again returned to the customer for further use should it become necessary.

Where the dealer may use the "Service Application" form to pick up compressor parts from the distributor's stock, the replacement parts will be shipped direct to the distributor. All 5-year protection policy record keeping or "paper work" is taken care of at the Brunner factory.

Consumer Goods--

(Concluded from Page 1, Column 3)
economic stabilization objectives.

A determined effort has been made, said Ralph S. Trigg, deputy administrator for program and requirements in the DPA, to treat all producers of consumer durable goods as equitably as possible.

To that end an effort has been made to increase the supplies of critical materials to industries which have been hit unduly hard in previous quarters, making up the difference by reducing the allotments to industries which in the past have enjoyed a relatively more favorable position.

Strict conservation of scarce materials will be required, along with increased use of substitute materials, in order to keep production of consumer durable goods at the highest possible levels consistent with available supplies of controlled materials.

In the area of construction, it has also been necessary to make sharp reductions from the first to the second quarter, Trigg said. It is possible to support private home construction at a level of about 600,000 new starts for this year as compared with about 1,000,000 starts for 1951.

Less essential commercial construction—public buildings, retail stores, and commercial type buildings of all kinds—will have to be brought to a virtual standstill except for a few in critical areas where they are badly needed.

In order to meet urgent and non-deferrable defense and defense supporting needs for structural steel, Trigg said, it will be necessary to reduce the 2-ton structural steel limit for self-certification for mercantile construction.

Of the three controlled materials—copper, steel, and aluminum—the material in shortest supply as measured against the demand is copper, DPA said. To a large extent the unavailability of copper is the greatest limiting factor for all second-quarter production and construction.

Military allotments of copper brass mill products increased by 10,000,000 lbs. from the first to the second quarter, while allotments to other defense agencies moved upward by 15,000,000 lbs.

Similar increases in allotments to defense and defense supporting agencies of copper wire mill products and aluminum made it necessary to reduce allotments of these metals to consumer durable goods and other civilian industries.

DPA said that the amount of over-allotment of metals for the second quarter has been reduced. Over-allotments are made on the theory that all CMP tickets issued for a quarter will not be cashed.

For the second quarter, the over-allotment is as follows: Carbon steel 110%, structural steel 106%, steel plate 105%, alloy steel 112%, stainless steel 115%, copper brass mill products 105%, copper wire mill products 105%, copper foundry products 110%, and aluminum 105%.

Philco Changes--

(Concluded from Page 1, Column 4)
carries a suggested retail price of \$299.95.

2. Dropped the model 422-D electric range from the line. This reduces the line to a total of eight models. The 422-D came equipped with the built-in "Jiffy Griddle." The 422—without the Jiffy Griddle—remains in the line.

3. Announced the following prices for its 10-model air conditioner line:

One-third horsepower window unit in either mahogany or ivory—\$229.95.

One-half horsepower window unit in two-tone tan or ivory—\$319.95.

Three-quarter horsepower window unit in two-tone tan or ivory—\$375.95.

Three-quarter horsepower window unit with automatic temperature control—\$399.95.

One-ton window unit with automatic temperature control—\$469.95.

One-ton console unit with wood cabinet—\$685.00.

Two-ton water-cooled unit with automatic thermostat—\$985.00.

At the local showing of the new lines, it was revealed that the "cheese keeping solution" suggested by Philco for use in its new "cheese keeper" compartment in the "dairy bar" door shelves of the model 925 consists of the following:

One-half cup of water, one-half teaspoonful of salt, and one teaspoonful of vinegar.

**GOOD REMEDY for business ailments**

Remember this when you go out to sell Worthington air conditioning and refrigeration equipment:

America's leaders... in many businesses... select Worthington.

For example, many big pharmaceutical houses use Worthington air conditioning and refrigeration to control chemical reactions, inhibit bacteria, prevent deterioration.

And many a corner drug store keeps up "hot weather" business by using Worthington air conditioning to "invite" more customers.

Take advantage of the completeness of the Worthington line. A Worthington distributor can handle any job with exactly the right equipment because the Worthington line is the broadest.

Worthington also advertises consistently in TIME, NEWSWEEK, BUSINESS WEEK and many other magazines read by architects, builders, contractors, food packers, frozen food producers, and by key men throughout such industries as chemical and petroleum, etc.

Worthington Pump and Machinery Corporation, Air Conditioning and Refrigeration Division, Harrison, New Jersey.

WORTHINGTON



AIR CONDITIONING AND REFRIGERATION

A Balanced Line...A Balanced Franchise

A.216

'Mitchell House of Air Conditioning' Is Showroom

CLEARWATER, Fla.—The most unique air conditioning showroom in the country was unveiled recently here when Mayor Herbert Brown officiated at the opening of the "Mitchell House of Air Conditioning."

A typical one-family home, the showroom has every room equipped with different installation or model of the Mitchell window-type room air conditioner.

The air conditioned house was established by Paul Miller, president of the St. Anthony Corp. of Clearwater, exclusive distributor in the Florida region for the Mitchell Mfg. Co., Chicago. According to Miller, the house was designed to illustrate in the most graphic way the advantages of low cost air conditioning to health and comfort.

Present at the opening were Herb Rose, Florida regional sales representative for the Mitchell company; Charles Schroeder, sales service operation manager; Mayor Brown; John Jennings, chief engineer for Mitchell; U. S. Congressman Chester McMullen, of Pinellas County, Fla.; E. A. Tracey, vice president in charge of the Mitchell Air Conditioning Div.; Robert C. Haworth, vice president of the St. Anthony Corp.; and Miller, St. Anthony president.

"In our opinion," said Tracey, "Miller is demonstrating in the strongest possible manner the story of the important role played by the room air conditioner in the life of the average man by actually putting it in the average man's home."

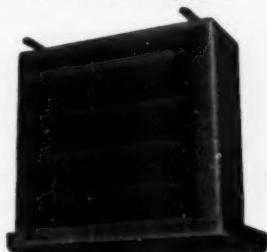
Canadian Firm Represents American Air Filter

LOUISVILLE, Ky.—The Canadian business of the American Air Filter Co., Inc. after Jan. 1, 1952 will be handled by American Air Filter of Canada, Ltd., Montreal, P. Q.

William G. Hole, formerly of Darling Bros. Ltd., will be in charge of all Canadian operations. Representatives will be established in the larger Canadian cities.

LOOK TO LARKIN

for Good Looks



LARKIN HUMI-TEMP UNIT

For clean, smart lines, satin-smooth finish, color and overall good looks—Larkin leads. Behind this beauty is the quality and performance that keeps Larkin ahead.

Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

WATCHDOG OF THE NATION'S FOOD SUPPLY



Heat-X-Changer Reveals Sales Coverage Line Up

BREWSTER, N. Y.—With the appointment of R. B. Ebbets as a Heat-X-Changer Co. sales engineer at Houston, Texas, Ben Rist, sales manager of the Heat-X-Changer Co., has announced the present sales coverage:

Joe E. Parker Co., Atlanta, with C. W. Hanson of this company in Birmingham, Ala.; D. L. Atkins at Takoma Park, Md.; Perley Barker at Weston, Mass.; Charles Cavanaugh at West Hartford, Conn.; Allen Lincoln at Detroit; George Sinichko in Pittsburgh; and E. R. Ramsey in Rochester, N. Y.

The Heat-X Chicago office with J. K. Campbell as district manager and the New York office with Norton Miller as manager, offer specialized services in these localities.

Clark Bridgeman and Ben Prather work out of the Chicago office, while Milton Kalish, N. Cancilla, George Finck, and George Moncher cover the metropolitan New York area out of the New York office.

Close Heads Advertising For RCA Air Conditioning

CAMDEN, N. J.—E. Burt Close has joined the consumer products advertising and sales promotion department, RCA Victor Div., Radio Corp. of America, and will be in charge of advertising for the company's new line of air conditioners, it was announced recently by R. F. Coffin, director of the department.

Close will have his headquarters in the company's home office here.

During the five years prior to joining RCA Victor, Close was employed by the Sun Oil Co. in merchandising and sales promotion work.

For several years before the war, in which he served as a pilot in the AAF, Close was associated with N. W. Ayer & Son in advertising and sales promotion work.

Bryant Heater Div. Elected As Member of ACRMA

WASHINGTON, D. C.—Bryant Heater Div. of Affiliated Gas Equipment, Inc., Cleveland, Ohio, has been elected a member of the Air Conditioning and Refrigerating Machinery Association, ACRMA headquarters announced here recently.

Bryant, long a manufacturer of heating equipment, has, for several years, manufactured package year-round air conditioners primarily for residential use. These units are also adaptable for commercial applications. More recently Bryant has also become engaged in producing room air conditioners.

Montreal Market Has 225 Ft. Of Refrigerated Fixtures

MONTREAL, Que., Can.—The new Steinberg market, just opened at Somerled and Walkley Aves. here, is said to have more refrigerated counter display than any other market in the Montreal area.

The store has 77 ft. of cases devoted to frozen foods. The dairy section has 56 ft. of refrigerated display, and the meat section has 92 ft. of refrigerated counter.

Mills Get Air Change System

WOODRUFF, S. C.—According to C. P. Dill, plant superintendent, a new Parks-Cramer air-change system is being installed in a large part of Abney Mills' weaving department.



W. R. Frederick, Indianapolis locker operator, shows the convenience offered apartment house dwellers by Harderfreez upright freezers installed in the apartment basement. The 18-cu. ft. units were fitted with six 3-cu. ft. "lockers" rented to tenants, who also order their frozen foods from Frederick.

Locker Plant Operator Installs Units In Apartment Bldgs., Gets Rent and Food Sales

INDIANAPOLIS—A new approach to tap what is believed to be a rich market for frozen foods and locker rentals—the urban apartment house dweller—is being tried here by W. R. Frederick, who operates a locker plant in suburban Speedway, Ind.

Frederick has installed within the past few months nearly 50 upright Harderfreez home freezers of 18-cu. ft. capacity in the basements of three new apartment buildings here: Sher-

wood apartments, Sherwood Towers, and Sherman Arms.

From these he receives payments on rentals and in addition makes weekly deliveries of frozen foods as the orders are phoned in.

Design of the 18-cu. ft. upright freezers permits them to be easily divided up into three 6-cu. ft. lockers or six 3-cu. ft. compartments.

"We charge \$3 a month for a 6-ft. compartment or \$1.50 a month for

the 3-ft. locker. This is payable quarterly. Thus we have an income of \$108 a year from each freezer. We figure that the rentals plus sales of frozen foods to these apartment house dwellers will pay for the freezers in 38 months," he adds.

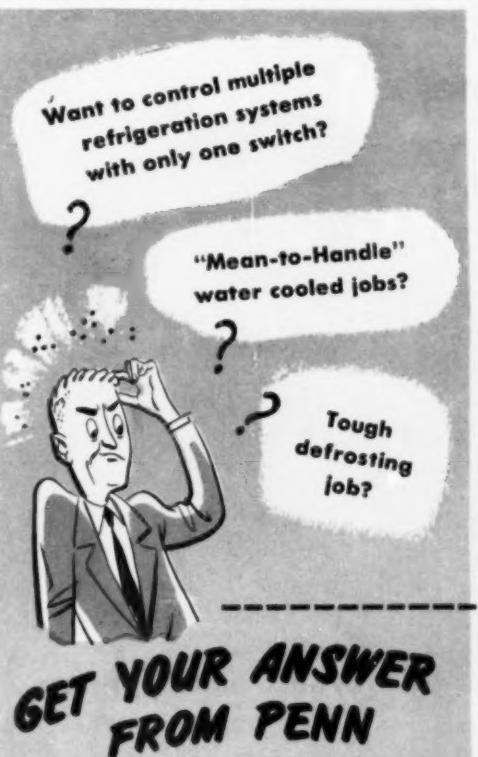
His arrangement with the apartment house owners provides him a 52-month lease on the space in the basement at a cost of \$1 a year per freezer. Apartment house managers welcome this freezer idea, according to Frederick, who points out that such an operation does require considerable capital.

"We pay the power bills for the freezers, but since we hook on to the tail end of the apartment's line, we can take advantage of the low rate of .77 cents per kWh. This costs us about 72 cents a month per freezer."

"The tenants in these particular apartments make ideal customers for frozen foods," Frederick also points out. "No children are allowed, and most of the couples who live there both work. Frozen foods naturally offer them the advantage of speedy preparation of meals while our phone order and delivery service eliminates much of the problem of trying to find time to shop."

"Some of our customers in these apartments buy every pound of meat and 90% of their fruits and vegetables from us as frozen foods. We get the full retail price on frozen meats, but for quantity purchases we allow them 10% off on list of frozen fruits and vegetables."

Deliveries are made by Frederick out of his Speedway Frozen Food Locker every Friday to these apartment house customers, the food being placed, of course, in their lockers as ordered earlier over the phone.



That's right! The correct answer to your refrigeration control problem is... PENN.

As in most other products, there is also a big difference in automatic controls. And once you try PENN controls you'll learn that their performance on the job is the strongest recommendation for using PENN on every commercial refrigeration system.

In the complete PENN line, there is a type and model to fit your exact needs. A few types are illustrated here... there are many more. Take the first step in trying these better controls. Get your free copy of PENN's condensed catalog and price list. Ask your wholesaler or write Penn Controls, Inc., Goshen, Indiana. Export Division: 13 E. 40th Street, New York 16, N. Y., U. S. A. In Canada: Penn Controls Limited, Toronto, Ontario.

Series 246 Water Valves are zoned to keep water out of sliding parts... are built in threaded and flanged styles for all refrigerants and in sizes from $\frac{3}{8}$ " to $2\frac{1}{2}$ ".



Penn Series 325 Time-Pressure Defroster automatically varies the defrost period to satisfy load conditions... eliminates seasonal adjustments... avoids unnecessary shut-down time.



Series 275 Oil Protection Control with built-in Time-Delay Switch for use on all pressure-lubricated refrigeration compressors.



Penn Series 270 temperature and pressure controls have direct reading calibrated scale which shows both cut-in and cut-out points.



PENN AUTOMATIC CONTROLS

FOR HEATING, REFRIGERATION, AIR CONDITIONING, PUMPS, AIR COMPRESSORS, ENGINES, GAS RANGES



DEAN COLD PLATES

ANY SIZE
ANY SHAPE
MOST METALS

Write for
Technical
Data Book

COLD PLATES FOR: Ice Cream Cabinets, Soda Fountains, Farm Milk Coolers, Farm Freezer Cabinets, Window Displays, Food Counters, Sub-Zero Applications for Industrial chilling.

DEAN PRODUCTS, INC.

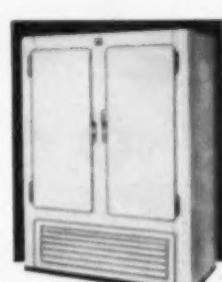
1042 DEAN STREET, BROOKLYN 16, N.Y.
Sterling 9-5400

YOU SAW THEM YOU LIKED THEM and now they're even better! NEW, IMPROVED

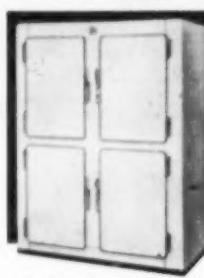
LA CROSSE REACH-INS

When dealers saw these Reach-Ins at the Chicago Show they really thought they were the last word. And now they're even better—handsome new hardware—many new features to make them even more outstanding.

JUST LOOK—spacious interiors with all corners coved for easy cleaning . . . adjustable shelving for more storage space . . . paint grip, zinc grip steel exterior . . . gleaming white baked enamel inside and out . . . they're packed full of the extra sales appeal you always get from La Crosse. Remote models in 33 cubic ft. and 46 cubic ft. capacities—Electric complete models in 26 cubic ft. and 36 cubic ft. capacities. All models available in Stainless Steel.



MODEL NO. 858 (COMPLETE)



MODEL NO. 859 (REMOTE)

WRITE TODAY FOR FULL INFORMATION
ON THESE AND OTHER LA CROSSE MODELS.

LA CROSSE COOLER CO.

FACTORY AND GENERAL OFFICES: 2801 LOSEY BLVD. S., LA CROSSE, WIS.
EXPORT OFFICE: 80 BROAD STREET, NEW YORK CITY
CABLE ADDRESS: EXIMPORT

"A Servel Supermetc

really goes in
to stay!"



Proved...and Approved
BY EVERY TYPE OF
COMMERCIAL REFRIGERATION
USER . . . EVERYWHERE!

Small wonder Servel gets the nod of approval from keenest judges of condensing unit quality. They will tell you that for easier installation—and for longer care-free service—the simple, compact Supermetc gets top rating. They will tell you that its smooth, all-but-noiseless operation is for "keeps." They will also tell you that years of steady service rest lightly on the Supermetc. In fact, thousands can point to Servel installations made many years ago . . . and still going strong. Any way you weigh condensing unit value, you'll find Servel scores higher on every count. And there's a model for every commercial refrigeration and air conditioning use—1/2 to 5 HP.

WRITE FOR COMPLETE SPECIFICATIONS
AND CAPACITY DATA TO THE ADDRESS BELOW

SERVEL, Inc., Electric Refrigeration Division, EVANSVILLE 20, INDIANA

INSIDE DOPE by GEORGE F. TAUBENECK

(Concluded from Page 1, Columns 1)
through the dinner. But when dessert was served the conversation drifted to the subject of Art, and thence to Rembrandt.

"Oh, yes, I know Rembrandt," gushed Mrs. Meatball. "Why only yesterday I saw him in a neighbor's station wagon."

Several shocked gasps followed this revelation, and an embarrassed silence hung over the remainder of this formal dinner (the stashng away of baked Alaska and demitasse).

The dinner party disintegrated quietly, and pointedly.

After returning to their nickel-on-the-dollar mansion, Mr. Meatball reprimanded his wife, punctuating his remarks with right-hoof and upper-cut gestures.

"You stupid, ignorant woman," he shouted, "how many times have I told you not to open your big mouth when you don't know what's being talked about?"

"What did I say that was wrong?" yowled Mrs. Meatball.

"You should know," gargled her husband, in menacing and measured tones, "that artists like Rembrandt don't drive station wagons. They starve in attics!"

Not So Dumb

Two Sorority Sisters were discussing their husbands, as wives are wont to do.

"I think that's sweet of your Artie to join the Boy Scouts and get to be a real Scoutmaster," gushed the "sister" who still lived in a walk-up flat. "How did he happen to go in for that sort of thing?"

"Heh, heh," triumphed the wife who presided over a home of her own, "you know, of course, we have two acres of grass to be mowed in the summer, and half a mile of sidewalk to be shoveled in the winter. And you know my husband!"

Asserting His Courage

Very late a worse-for-the-wear husband managed to fit his key into the front-door lock, enter the house, and . . . crash! blooey! wham! . . . followed by a tinkle of broken glass.

The shattering noise woke up his spouse.

"Alfred," she called, "what is going on?"

"Don't heckle me, m'dear," Alfred puffed, "I'm lettin' those goldfish of yours know that they can't bite MY head off!"

Almost one year later this same wife looked out the window of their little home, and called Alfred.

"See what I mean?" she cried. "The Nethernothys have the Christmas spirit. And you, you lug . . . see there! Mr. Nethernothy is carrying in a Yule log for their fireplace."

Longsuffering Alfred peered out the window.

"Yule log, you say. Yule log, hell. That's Dick they're carrying in."

Now It Comes Out

A very nice old lady spent the year-end holiday season in the big city with her children and grandchildren.

Came New Year's Eve, and the very nice old lady found herself in the maelstrom of a Big Party. Her grown-up grandson handed her a glass of brandy and entreated:

"You only live once, granmaw; drink up!"

"Land sakes, I do believe I'll try it."

The very nice old lady quaffed deeply, choked, coughed, and spluttered:

"Why, that's awful stuff! Tastes like that medicine my husband has took every night for the last 54 years!"

Ain't It the Truth

An angry cyclone struck a tiny farmhouse. Furiously it de-roofed the building, collapsed its innards, and transferred the bed on which the farmer and his wife were sleeping to neighboring acreage.

After a perfect four-point landing had been executed by this cyclone-borne bed and its occupants, gentle sobs began to rock the meager frame of the farmer's wife.

"Don't cry, Amanda," her husband reassured her. "We ain't hurt. There's nothin' to be scared of."

"Oh, I ain't cryin' cuz I'm scared. It's just that I'm so happy. We got a chance to go out together for the first time in 18 years."

Maybe She Wasn't So Dumb

Mrs. Noolyrich was a matron who harbored social aspirations. For weeks she had been formulating plans for an extravagant entertainment to be held at her recently-acquired country home. As a gesture, she asked her husband to hire a top-notch musician.

"Henry," she asked him one evening prior to the great event, "have you hired a great pianist for my party yet?"

"Yeah," he grunted. "I got you a virtuoso."

"Oh, for heaven's sake, Henry, don't be stuffy. We don't care about his morals. The question is, can he play the piano?"

Jake Lost His Temper

Prior to a concert Mrs. Naggworth, as usual, was taking her time while applying last-minute make-up.

"Are you ready yet, angel?" inquired hubby.

"Oh, Jake, thank you. You called me an angel," she beamed coyly.

"Do you really think I'm angelic?"

"Sure," replied her exasperated mortal mate. "You're always up in the air over everything, you keep harping on something, and you never have a thing to wear!"

Grounds for Divorce

Relaxing on his suburban front porch joke-loving Jimmy remarked:

"There goes the woman with whom George Brown's awfully in love."

His wife, who was in the kitchen preparing dinner, dropped a plate on the floor, stumbled over the dogs, and ran like a deer to the window.

"Where? Where? Show me!"

"The one with the red hat who's just turning the corner."

"But," objected his mate, in great disappointment, "that's George Brown's wife."

"Yes, exactly," was the brutal reply.

Genesis: Modern Version

At the close of a hot day, with his hoe on his shoulder, Adam returned from a hard day's labor to his humble cave. Young Cain was running ahead of his father, boylike, throwing stones at birds and beasts.

Suddenly they came upon a beautiful garden.

"Oh, father," cried Cain, "look at that place. I wish our home was there."

"We did live in that beautiful spot," growled Adam regretfully, "until your mother ate us out of house and home."

She Had Him There

At the breakfast table Mrs. Doe was giving Mr. Doe the old naggle-raggle for getting home so late.

"But, Pet," expostulated her husband, "how do you know it was 3 a.m. when I came home?"

"It was raining, wasn't it?" triumphed the wife. "Right. When I got in, your hat was still wet!"

Instantaneous
Draught Beer Cooler
refrigerated faucets!

Speed-Freeze
draft and
bottle beverage
coolers

IDEAL COOLER CORPORATION
2953 EASTON AVENUE ST. LOUIS 6, MO.

NEVER TOO BUSY



ROBERT C. WEBBER

Robert C. Webber, Pres. Webber Appliance Co., Inc., prominent appliance dealer, Indianapolis, says:

"I look forward to receiving the AIR CONDITIONING & REFRIGERATION NEWS. Regardless of how busy I may be I read the NEWS from cover to cover."

"It is a lot of consolation to know that I can keep abreast of the entire Refrigeration Industry without leaving my office."

"Look twice—it's worth the price!"
AIR CONDITIONING & REFRIGERATION NEWS
"The Newspaper of the Industry"

New Fixtures Serve New Patrons**Combined Service, Self-Serve Supermarket Attracts Lincoln's Largest Shopping Crowd**

LINCOLN, Neb.—Gold's Food Basket, which features 230 lineal feet of refrigerated display cases and year-round air conditioning, recently opened for business at 10th and "N" Streets.

So strong as been its appeal that no fanfare was required to attract capacity crowds when the operation was moved from its old location a block away to the new building, according to Manager Francis Parish.

Handbills were distributed in the old store and a few radio spots were used just before the opening to pull what was reported to be the largest number of persons ever to enter a Lincoln supermarket in one day.

The 12,000 sq. ft. of floor space was literally packed during the first three days of operation, Parish said.

Instead of installing 100% self-service meats as most new supermarkets opening in Nebraska have done during the past year, the Food Basket devoted two thirds of meat department display space to service and the remainder to self-service.

Wage earners and farmers, who make up a large share of the store's trade, prefer service meats, the manager had determined.

All refrigerated display cases in the store were installed by Koch. There are 90 lineal feet in the meat department, of which 60 ft. are in service-type display cases. The other 30 ft. is in open-top display cases for pre-packaged meats.

The meat work space back of the service cases is finished in yellow

ceramic tile as is the 7 by 25-ft. walk-in cooler for processed meats which opens onto the work space.

The full basement, which is served by a power-operated conveyor system from the loading dock, plus a basement conveyor system serving all the storage areas, has a 15 by 25-ft. walk-in cooler for carcasses, an 8 by 10-ft. freezer walk-in, a 6 by 10-ft. cooler for nuts, meats, etc., and a 15 by 30-ft. cooler for vegetables. Compressors for the various refrigerated selling fixtures on the main floor are housed in series in the basement.

Self-service refrigerated selling fixtures for dairy products, ice cream, and frozen foods extend for 54 ft. across an aisle from the meat department. A smaller case for spot selling of packaged ice cream is self-contained and can be moved anywhere on the floor.

The vegetable and fruit department at the opposite side of the store has 60 ft. of refrigerated self-service cases, while adjoining section housing the delicatessen and bakery departments has two 10-ft. service-type refrigerated cases.

Color scheme of the selling floor is white with dark green ceiling on the raised central section which extends over most of the floor, and coral red ceiling on a lower overhead extending around the outside aisle on the two street sides of the supermarket.

The eight checkout counters each have electrically-operated rotary tables at the receiving end. Windows are the full-view type extending for some 250 ft. on "N" and 10th Sts. The extra-wide aisles facing the windows have upholstered chairs for the convenience of patrons.

The main entrance faces at an angle on the convergence of "N" and 10th Sts., and the glass doors are equipped with electric eyes for opening.

Flooring is asphalt tile. Lighting fixtures are grille-type fluorescent, with incandescent spotlight inset at intervals. The latter operate independently so that as many as 12 spots can be trained on a special display in any given vicinity of the floor.



PROCESS METALS at -150° by using **DOLE** VACUUM PLATES

DOC DOLECO Says—
DOLE Vacuum Cold Plates are available either singly or in assembled stands—with number of plates, size and spacing as required—ready for installation in insulated cabinet or chamber.



Industrial subzero treating of metals has now become an established practice in modern manufacturing. Temperatures down to -120° to -150° F. for conditioning steel and other metals produce combinations of greater hardness and strength, improve ductility, and result in magnetic improvement. In the case of tool and gauge manufacture, chilling has been found desirable for seasoning, setting and counter-annealing of gauges, mandrels and arbors, to reach in a few hours the same stability formerly requiring months or years.

But perhaps of greatest importance in a war economy is the use of sub-zero chilling of delicate instruments, lubricants, radio equipment, oxygen masks and cameras for airplanes—components which must function properly at the extreme cold of high altitudes. All of these can be checked accurately before installation by the use of DOLE Vacuum Cold Plates.

Ask for complete information on DOLE plates for metal chilling.



DOLE REFRIGERATING COMPANY
5920 N. PULASKI RD. • CHICAGO 30, ILL.
103 Park Ave., New York 17

In Canada: Dole Refrigerating Products Limited,
44 Elgin Street, Brantford, Ontario.

Restaurant Buys Cracked Eggs Stored In Freezer

GENEVA, N. Y.—An International Harvester freezer recently solved the cracked egg problem for Mrs. Treadwell, who owns a large chicken farm near here.

Mrs. Treadwell had quite a problem with cracked eggs because she couldn't sell them and they had to go to waste.

However, when C. M. Neilson & Son, local I-H dealer, heard about her problem, it was solved in short order by selling the lady a freezer. Mrs. Treadwell now stores all her cracked eggs in the freezer and then sells frozen eggs on a contract basis to a local restaurant. The restaurant uses them for scrambling.

On this basis, the freezer paid for itself in short order.

Servel Announces Suggested Prices on 1952 Refrigerators

CHICAGO—Servel, Inc. has announced suggested retail prices as follows for its 1952 line of refrigerators:

ROYAL TUDOR SERIES

| Model | Capacity | Price |
|--------|----------|----------|
| BE-118 | 11.5 | \$549.95 |
| BE-98 | 9.28 | 499.95 |

IN-A-DOR SERIES

| Model | Capacity | Price |
|--------|----------|--------|
| BE-107 | 10.5 | 419.95 |
| BE-87 | 8.33 | 389.95 |

SPACE-WONDER SERIES

| Model | Capacity | Price |
|-------|----------|--------|
| BE-84 | 8.2 | 299.95 |
| BE-64 | 6.09 | 249.95 |

Prices include delivery, installation, and 10-year warranty.

Worthington Holds 10 Distributor Conferences

HARRISON, N. J.—To discuss air conditioning sales and management problems, a series of 10 regional conferences for the distributors of the air conditioning and refrigeration line of Worthington Pump & Machinery Corp. are being held during January, February, and March.

Conferences will be held in: Los Angeles, Jan. 22; Dallas, Jan. 25; Charlotte, N. C., Feb. 18; Jacksonville, Fla., Feb. 21; Cleveland, March 3; St. Louis, March 7; and New York, March 18. Three have been held.

Representing Worthington at these distributor conferences are: M. M. Lawler, assistant vice president and manager of Air Conditioning & Refrigeration Div.; F. J. Watt, assistant manager, General Refrigeration section; E. R. Michel, assistant manager, Centrifugal Refrigeration section; W. F. Bishop, assistant manager, Air Conditioning & Refrigeration section; and P. H. Shaw, supervisor of distributor sales.

Scottville, Mich. Dealers Set Up Minimum Service Fee

SCOTTVILLE, Mich.—Local appliance dealers have informed the public through the local newspaper that they would be forced to charge a minimum amount for service calls after the manufacturer's written warranty had expired.

Charges are service \$2 plus \$2 per hour, in the city and rural the same plus mileage, each way.

Retail Grocers To Convene In Miami June 22-26

CHICAGO—A number of desirable spaces are still available for exhibitors who would like to show their wares at the annual convention and exhibition of the National Association of Retail Grocers in Miami from June 22 through 26. Mrs. R. M. Kiefer, secretary-manager of the association, declared recently.

Mrs. Kiefer said that more than 15,000 retail food merchants and their suppliers are expected to attend the 53rd convention of the group, which will be staged in Dinner Key auditorium on Biscayne Bay.

The program will feature a series of small clinic sessions dealing with subjects of concern to retailers in their store operations.

NARGUS has planned an all-expense post-convention trip to Havana, Cuba that will leave on June 27 and return July 1.

Alter Handles Century Parts

CHICAGO—The Harry Alter Co. here has announced its appointment as distributor of Century Electric motor parts.

Complete stocks of these parts are now carried at both the Chicago and New York warehouses, the company said. A complete listing will be given in the firm's forthcoming catalog.

JUST ASK US!

Turn to "What's New" Page for useful information on new products

JORDON
Multi-Purpose Feature Market Sliding-Door Reach-In Wall Case

WITH EXCLUSIVE
JORDON
CEILING MOUNTED
BLOWER COIL

Designed for refrigerating, displaying, bottled goods, dairy products, pastries, candy, flowers, etc. Contents easily accessible, brightly illuminated.

IDEAL FOR SELF-SERVICE
For use in retail stores, taverns, restaurants, small space lunch rooms in back of serving counter, bakery shops, florists, etc.

MANY FINE FEATURES

JORDON Blower Coil provides high humidity refrigeration with uniform cooling at all shelf levels.

NO DEFROSTING NECESSARY

Many fine features including: Triple THERMOPANE sliding doors. Adjustable shelves. Four inch, non-settling Fibreglas insulation. All-welded metal construction. SLIM-LINE lighting.

*** Sliding Doors Reduce Space Requirements**
Permits passage through any standard door—gives 25% more refrigeration space than usual back bar refrigerator.

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AMERICA'S MODERN COMPLETE LINE REFRIGERATOR CO.
58TH & GRAYS AVENUE, PHILADELPHIA 43, PA.
Exclusive Export Distributor—Joseph Miller, 11 Broadway, New York 4, N. Y. • Cable: JOMILLER

New Ice Cream Company Plans To Serve Soft Ice Cream from Drive-In Stations

ST. PAUL—Announcement has been made here of the beginning of operations of a new soft ice cream and drive-in company called "Dairy Way." Its drives will feature a new soft ice cream product produced by continual direct-draw freezing.

The mix and distribution organization is headed by Herman Paster, St. Paul, who is widely known in the automatic coin and vending machine field.

Dairy Way is going into business on an international basis from its beginning," Paster said, adding that the company will introduce "several completely new factors into the soft ice cream drive-in field." He cited a new cone-shaped soft-drink machines as examples.

According to Paster, new types of equipment will be used in Dairy Way drive-ins and innovations will be brought to the roadside confection business. Dairy Way stands will feature multiple soft-drink machines as well as soft ice cream.

The Dairy Way corporation has opened several pilot model drive-ins in the upper Midwest, and has licensed some 50 agents and individual operators.

Others associated in the new business are Allen D. Nilva, St. Paul attorney; Eric Ahlstrand, Minnesota creamery executive; and Don Anderson, general sales manager, who heads up an organization of field representatives. Ahlstrand is a former executive of the Maple Creamery Co. of Waconia, Minn., and Anderson was

associated with the Minnesota Dairy Queen ice cream company sales force.

The national office of the company said it does these things for the Dairy Way operator: Assists in finding a good location, furnishes sets of complete blueprints, finances Dairy Way equipment, and provides local or state publicity and advertising and national promotion.

Home office of the corporation is at 2218 University Ave., St. Paul. An eastern sales division, headed by David Clayman, has offices in Lawrence, Mass.

Dept. of Agriculture Packaging Section Warns Freezer Users To Estimate 1952 Requirements

ELIZABETHTOWN, Pa.—Users of polyethylene frozen food packaging materials should carefully appraise their 1952 requirements now and take steps to insure themselves of adequate inventories, according to John A. Benjamin, chief of the Containers and Packaging Section, Office of Materials and Facilities, Production and Marketing Administration, U. S. Department of Agriculture.

In a letter to the National Frozen Food Locker Institute, Benjamin said converters and suppliers of packaging materials "indicate that they are in position today to handle all requests that have been made for frozen food packaging materials."

Simpler Way of Figuring Overhead Adjustments Set for Machinery Mfrs.

WASHINGTON, D. C.—Manufacturers of machinery and related products who are subject to Ceiling Price Regulation 30 have been provided with a simplified method of calculating certain overhead adjustment factors, the Office of Price Stabilization announced recently.

This simplification is provided by Amendment 1 to Revision 1 of Supplementary Regulation 1 of CPR 30.

The new method enables a manufacturer to calculate his overhead adjustment factor for his entire business without first calculating individual dollar-and-cents overhead adjustment factors for each commodity he makes.

Elimination of the individual dollar-and-cents overhead adjustment factor, OPS believes, will in a great majority of cases yield virtually the same results as the original method and will prove considerably simpler.

Reprocessing of Frozen Fowl Allowed After Court Seizure

BUFFALO—Federal Judge John Knight signed an order permitting an Oklahoma packer to reprocess 3,600 frozen chickens seized here Nov. 23 on the ground that the weight of the ice had been included in the labeled weight.

The packer is the Hallren Poultry & Creamery Co., Fairview, Okla. The order calls for posting a \$10,000 bond and directs that the fowl be reprocessed under direction of the U. S. Food & Drug Administration.

Locker Operator Offers Prizes to Deer Hunters To Promote Plant Service

WACO, Texas—A prize contest for deer hunters was conducted by Geyser Ice Co., locker plant operator here, to promote its services.

A prize of \$50 was awarded for the largest and most perfect white-tail Texas deer brought in, while a prize of \$25 went to the hunter who brought in the smallest deer. There was also a prize of \$15 toward a year's locker rental.

Deer must have been killed between Nov. 16 and Jan. 1, and brought to the Texas locker plant for inspection weighing, and other "judging."

The plant offers a complete processing and packaging service on venison, charged for at \$7.50 per carcass.

Dairy Industries Group To Meet In Chicago March 6

WASHINGTON, D. C.—The 33rd annual meeting of Dairy Industries Supply Association will be held March 6-7 at the Hotel Congress in Chicago, DISA's Washington headquarters has announced.

Representatives of more than 400 of the nation's dairy supply and equipment firms may there express themselves on the progress of plans for the great Dairy Industries Exposition to be held in the fall in Chicago.

They will also fill six expiring directorships and hear a speaker of top-flight importance, according to E. B. Lehrack of The Creamery Pack Mfg. Co., chairman of DISA's Annual Meeting Committee. Officers also will be elected.

Finneburgh To Head Executive Committee of Soda Fountain Manufacturers' Association

CHICAGO—M. L. Finneburgh, general sales manager of the Fountain-Food Service Equipment Div. of The Liquid Carbonic Corp., was elected chairman of the executive committee of the Soda Fountain Manufacturers' Association, at its annual meeting, held at the Sheraton hotel here recently.

Other elected members of the executive committee are: H. G. Hood, United-American Soda Fountain Corp.; S. C. Knight, Stanley Knight Corp.; L. N. Lucas, Bastian-Blessing Co.; and R. W. Mann, Grand Rapids Cabinet Co.

Redi Products Patents Pre-Mixed Malted, Shakes Ready for Use

PASADENA, Calif.—Milk shakes, malted milks, and ice cream can now be frozen on a wholesale basis for delivery to dealers for limited storage before warming for resale.

At least, the Redi Products Corp. here has announced a patented mix which it claims will permit such an operation. These pre-mixed malts and shakes can be restored to their fresh-frozen condition by holding at a temperature of 16° to 18° for a limited time, it was announced by the company.

YOU CAN'T BEAT THE VICTOR DISPLAY CASE LINE

- Every type of display case.
- For Meats, Vegetables, Fish, Delicatessen and Dairy Products.
- Self-Service and conventional cases.
- Variety of sizes and endless models for any store layout.
- Economical and Efficient.
- Displays that Sell.

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KOLD-HOLD
catalog — today

the efficiency and convenience of refrigerated rooms, cabinets and trucks . . . at a real savings in cost. You should see the suggestions it has for making your present processing, storage and cooler rooms more useful and effective.

Valuable every-day refrigeration information is included that simplifies the job of determining your refrigeration needs. You will find charts for computing plate requirements, tables of air infiltration loads, a list of the specific and latent heats for many perishable foods, and the heat leakage factors of common types of insulation.

This new catalog is yours absolutely free. Just fill in the coupon above and mail it to the Kold-Hold Manufacturing Company, Lansing 4, Michigan.

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Airline Style for Railroads

Pre-Cooked Frozen Meals Served on Trays Cut Costs 40%, Get Good Reception

CLEVELAND—The Chesapeake & Ohio Railway thinks it may have the answer to soaring dining car deficits in pre-cooked frozen foods served on airline-style trays.

A C & O. spokesman pointed out that last year it cost the railway \$1.52 for every \$1 collected from a diner patron. The new service will enable the company to at least break even on a dining car run, he said.

Prices of complete pre-frozen meals range from 95 cents to \$2.20, around 40% under standard dining car prices for similar items.

The frozen food is packaged by Frigidinner, Inc. of Philadelphia and is of the same type served on trans-oceanic airline flights. Entrees include chicken pot pie, spaghetti and meat balls, braised beef, swordfish, and Swiss steak.

Each serving comes in an aluminum platter sealed under foil. It is heated to order in a special electric oven and served on a compartmentalized tray with soup or appetizer, salad, roll and butter, dessert, and beverage. Diners indicate their choice of meals on a printed meal check, rather than writing out their orders.

Tests conducted over several weeks on name trains have shown that the "Chessie-Tray" dinners, as they are called, are well-liked by nine out of 10 patrons, according to T. J. Deegan, Jr., C & O. passenger traffic vice president.

The frozen meals were served in a special lounge diner operated for six weeks on two trains between Washington, D. C., and Charlottesville, Va. This diner was more recently running between Cincinnati and Ashland, Ky.—on the "F.F.V." westbound and the "Sportsman" eastbound.

The service will be extended to the C & O. Pere Marquette streamliners operating between Detroit and Grand Rapids as soon as another diner can be equipped with the special ovens.

Offer of 75 Lbs. of Beef Draws Freezer Buyers Who Choose Big Units

ST. PAUL—A gimmick for selling home freezers was used by Payne Avenue Refrigeration, Inc. here when the firm offered 75 lbs. of choice beef with the purchase of a freezer recently.

Clayton Knutson, a firm member, reported that six sales were closed immediately and at least five or six are expected to be closed in the near future as a result of an offering.

The offering was made in a newspaper advertisement in the St. Paul Dispatch. To accommodate those who found it almost impossible to shop during the daytime hours, as well as to bring in husband-and-wife combinations, the store remained open during the evening hours during the promotion.

A fact which surprised and pleased the management during the premium offer program was that the larger freezers in the 11 and 16-cu. ft. sizes sold better than the 7-cu. ft. freezer.

Supreme Court Refuses To Review Sunbeam Appeal In Co-op Case

WASHINGTON, D. C.—The U. S. Supreme Court refused to review a decision of a Circuit Court of Appeals that allowed Civil Service Employees' Cooperative Association of Philadelphia to sell Sunbeam products at less than established minimum prices.

The history of the case goes back to February, 1950, when Sunbeam Corp. filed suit against the association, charging it with granting discounts of from 10 to 30% on Sunbeam products, in violation of the Pennsylvania Fair Trade Act. As a result, the U. S. District Court in Philadelphia permanently enjoined the cooperative from selling Sunbeam appliances at cut prices.

The decision was later upheld by the Third U. S. Circuit Court of Appeals. However, the appeals court reversed the district court's decision after the Supreme Court ruled last May in the famous Schwengmann case that the non-signer clauses of state fair trade laws did not apply to interstate commerce. The cooperative had not signed a fair trade contract with Sunbeam.

The appeals court held that Sunbeam's products were in interstate commerce since they were made in Chicago and shipped to Pennsylvania and other states to be sold at retail.

In asking the Supreme Court to review this decision, Sunbeam maintained that its sales were intrastate and thus controlled only by the state law.

Buffalo Appliance Stores Study Night Shopping Hrs.

BUFFALO—Appliance stores here are giving serious consideration to the matter of additional night openings in line with the trend of all types of retail stores to increase their night shopping business potential.

Night shopping by families has jumped sharply in popularity here during the past year, prompting many retailers to remain open two, three, and even four nights a week, instead of the traditional one night a week.

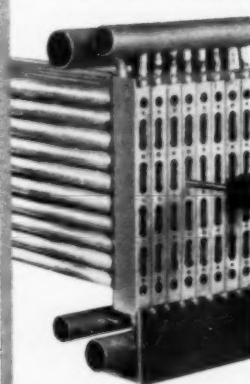
Night openings were inaugurated in the community shopping centers, but now are spreading to the downtown shopping area where a group of large stores have just decided to remain open both Monday and Thursday nights.

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For "easy-to-get" product information... use coupon on "What's New" page.

More Efficient—CLEANABLE CONDENSERS

WATER-COOLED DOUBLE-TUBE COUNTER-FLOW DESIGN



Acceptance in the field is rapidly changing to "Demand" for these efficient, more economical Cleanable water-cooled Condensers. Owners and service men prefer the "new unit" efficiency that can always be maintained by a simple cleaning process. Brass headers are machined and brazed.

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1/2-TON to 25-TON CAPACITIES

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'52 Can Be Philco's Best Year, Balderston States

CHICAGO—Philco Corp. has just concluded the second greatest sales year in its history, with total dollar sales exceeding \$310,000,000, William Balderston, president, told the company's distributor organization at their semi-annual sales convention at the Palmer House here.

At the same time, Balderston declared that 1952 "can be Philco's greatest year."

"Despite the threat of material restrictions," he said, "we look forward to an increasing percentage of the market right across the board.... The television industry total receiver production may be down to about 5,000,000. This compares with 7,500,000 in 1950 and around 5,300,000 in 1951."

"Regardless of the exact 1952 production, Philco sales augmented by government contracts should set new records."

He said the company's government production is expanding at an increasing rate. Philco deliveries on a variety of vital electronic equipment are expected to be greater in the first quarter of 1952 than in the entire year of 1951, he stated.

Balderston said the uncertain international situation is causing buyers to seek quality and "long life" in their purchases. People are willing to pay more for deluxe models, he observed, because they consider them long-term investments.

Foster Directs Planning For RCA Victor Division

Los Angeles Appliance Firm Enjoined from Misleading Advertising of Vacuum Cleaner

LOS ANGELES—A & S Appliance Co. here has agreed to the entry of a court order permanently enjoining it from untrue and misleading advertising and selling tactics in connection with a General Electric vacuum cleaner known as the "Premier Vac-Kit," G-E said.

The order was issued following a suit filed in Los Angeles Superior Court by General Electric against the local appliance firm and the partners, Sydney Maraine, Albert Cadis, and William Spencer.

General Electric charged in its complaint that the defendants, through radio advertising in Los Angeles county, had offered a "brand new, revolutionary, General Electric, Premier tank-type vacuum cleaner" at a price of \$15.95. The cleaner was represented as coming with many attachments, including a rug tool, and it was said that any customer could have it for a 10-day free home trial.

General Electric pointed out that the actual cleaner offered by the A & S firm was a Premier Vac-Kit, a model which has not been manufactured or sold by G-E since December, 1948. It was General Electric's contention that the offer of the Vac-Kit was a "bait" by which the defendants obtained appointments with prospective customers to whom a different vacuum cleaner might be sold after the salesman ran down the Vac-Kit.

Judge Frank G. Swain signed the order permanently enjoining the defendants from the following practices:

1. Advertising the Premier Vac-Kit without stating that it is not of current manufacture and has not been manufactured since December, 1948.

2. Offering the Vac-Kit for sale unless stocks are available to make deliveries, in the condition represented, promptly on the order of any customer.

3. Advertising that free home trials are available unless the Vac-Kit is actually left with all prospective customers requesting a home trial.

4. Making certain statements and representations both in their advertising and in the course of the demonstrations of the Vac-Kit.

In addition to enjoining the A & S company, which G-E said also operates "under other fictitious names," and the individual partners, the injunction runs against all persons acting for them as agents or participating with them.

Dallas Distributor Promotes 3 In Expansion

DALLAS—The Radio City Distributing Co. here has announced expansion of its sales organization and the promotion of three men to managers of three sales divisions.

Kenneth Olson was named sales manager for Deepfreeze and Easy laundry equipment products. J. J. Dorie will direct sales of Zenith radio and television sets and New Home sewing machines. Lee Ginn has been placed in charge of sales of Coleman products and gas ranges.

Gibson Names Cooke Divisional Sales Mgr. In 7 Western States

GREENVILLE, Mich.—Kevin G. Cooke, Seattle, Wash., has been named divisional sales manager for Gibson Refrigerator Co. in Oregon, Washington, Idaho, Utah, and parts of Montana, Nevada, and Wyoming, the company announced.

Cooke's appointment to this territory fills the post left vacant by the late Ed Edsall, divisional sales manager in that territory for the last six years.

Cooke comes to Gibson with an extensive background in the appliance business both at the retail sales level and as general manager for Electrical Distributing, Inc., Seattle, Gibson distributor in that area.

In 1937 Cooke started as a salesman in the city of Portland selling electric ranges and washing machines. In 1938 he was appointed merchandise manager for Electric Distributing, and continued with them in that capacity until 1942 when he entered the service.

After his discharge from the Army in 1946, he returned to Electrical Distributing as sales manager and merchandise manager. In 1948 he was made general manager and held that position until his recent appointment by Gibson.



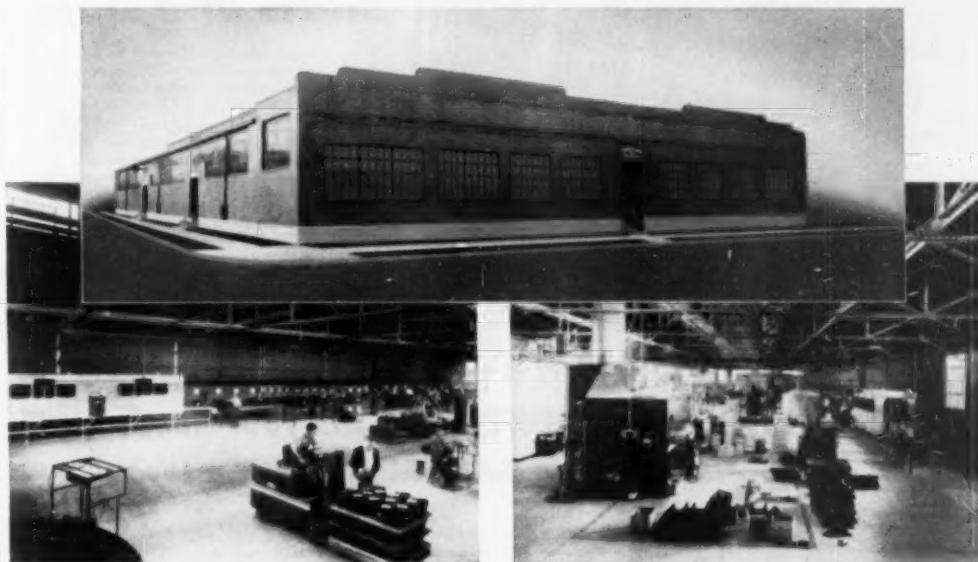
Kevin G. Cooke

TECUMSEH SERVICE GOES "CROSS COUNTRY"

TO EMERYVILLE, CALIFORNIA

TO SAVE YOU:

1. SERVICE TIME
2. FREIGHT COSTS



Set up and supervised by Tecumseh engineers, this new service plant in Emeryville, California (in the San Francisco area) is another step towards the better servicing of our products for our customers.

Patterned after the production line of the main plant in Tecumseh, this Emeryville Service Plant includes dry air dehydration of compressors, infra-red ovens, paint spray booths, re-operating

facilities for condensers, evaporators, and new tube assemblies.

All rebuilt equipment will get final refrigeration inspection in this modern plant, thereby bringing to our customers on the west coast factory servicing on Tecumseh Hermetic units.

With this kind of service, our customers can now realize a definite savings on service time and freight costs.

The world's largest producer of compressors and condensing units for the refrigeration industry.

TECUMSEH PRODUCTS COMPANY

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Sets Distributor Sales Record

AFTER SETTING the record for selling the largest number of military room air conditioners in 1951 as well as for outstanding promotional activity, Morris Margolin (left) of Merlin Associates, Dallas, is congratulated by B. A. Mitchell (center), president of the Mitchell Mfg. Co., and George E. Anderson (right), district sales manager for Mitchell in Dallas. Margolin was awarded a citation in recognition of his work as a Mitchell distributor.

American Fair Trade Council Drafts Bill

NEW YORK CITY The American Fair Trade Council has drafted a bill that would make minimum retail prices fixed by "fair trading" manufacturers binding on all retailers whether or not they sign a fair trade agreement and regardless of whether or not the merchandise is in interstate commerce.

The bill would also make these established minimum prices the same in all states with fair trade laws, so that mail houses selling on a national or regional scale will not have the excuse that they cannot keep

track of all the minimum price levels in every state.

The council's draft of the bill is now being circulated to more than 2,000 "fair-trading" manufacturers for their comments and suggestions. When Congress reconvenes in January, the council plans to submit the bill as a separate amendment to the Sherman Anti-Trust Act. It will not be made part of the Miller-Tydings Act which permits the states to set up their own "fair trade" laws, according to an announcement by council officials.

Iranian Government Seeks Refrigerating Unit Data

WASHINGTON, D. C.—Information and prices on refrigerating units are desired by the Iranian Ministry of War, according to the U. S. Department of Commerce.

The ministry is interested in data on large units for use in army centers and small portable units for field use. American manufacturers are invited to send quotations and literature to the Office of the Commercial Attaché, Iranian Embassy, 3003 Massachusetts Ave. N. W., Washington, D. C.

Gibson Sales for Year Down from 1950 Record

GREENVILLE, Mich.—Gibson Refrigerator Co.'s annual report showed that the firm's net sales for the year ended Sept. 30, 1951, amounted to \$41,354,551, compared with \$56,650,719 for the company's record year ended Sept. 30, 1950.

Net profit was not announced. For the previous year, profit totaled \$3,100,161.

Earnings for the past year, exclusive of gain from sale of Coolerator Co., equalled \$2.20 a share. The 1950 sales figures included a full year sales total of Coolerator Co., while the 1951 sales total included Coolerator sales for about five months, it was pointed out.

Charles J. Gibson, president, told stockholders the company would maintain civilian appliance production and "accept our full measure of responsibility in the nation's defense effort."

Philco Will Sponsor Radio, TV Coverage of National Conventions

PHILADELPHIA—Philco Corp. will sponsor television and radio coverage of the Democratic and Republican national conventions in Chicago next July, plus election returns on Nov. 4, over the combined radio and TV networks of the National Broadcasting Co., it was announced by James H. Carmine, executive vice president of Philco.

More than 60 hours of convention proceedings will be presented by one of the largest line-ups of TV and radio stations ever assembled by a single network, NBC said. Cost of the coverage was reported as \$3,800,000.

The broadcasting company has assigned more than 100 reporters, commentators, analysts, and writers to cover the two conventions. Technical staff members, including cameramen and engineers, will total another 200.

A feature of the coverage will be use of the new "walkie-talkie-lookie" portable television camera to bring home viewers within "elbow reach" of delegates and other convention notables.

NBC is constructing two complete television studios in Chicago's International Amphitheater and another studio for radio. One studio for TV and one for radio are to be constructed in the Conrad Hilton hotel, headquarters for both parties.

Carmine said television has grown so fast that this year it is estimated that 18,000,000 homes will be equipped with television receivers by election day, with an estimated 70,000,000 to 75,000,000 persons seeing and hearing the candidates in action."

RISAC Names Miller As Full-Time Secretary

NEW YORK CITY—Myron D. Miller has been appointed as full-time secretary and safety code consultant of the Refrigeration Industry Safety Advisory Committee (RISAC), with offices at NEMA headquarters, 155 E. 44th St. here. He succeeds the late Cyrus W. Miller.

For the last three years, Miller was a division manager with the Commerce and Industry Association Of New York, Inc., (the chamber of commerce in New York City). His activities included organizing and staffing the Air Conditioning and Refrigeration Panel that has been working since December, 1950, on drafting a modern refrigeration code for New York City.

This code is expected to be finished by this March and introduced in the City Council. It is based largely on the provisions of the Safety Code for Mechanical Refrigeration (ASA-B9.1), an approved by the American Standards Association, Inc.

He staffed industry committees that prepared code amendments, such as the drafting of a new welding code.

Miller also organized a special industry committee that has been working on New York City legislative problems that affect the refrigeration industry, such as: contractor licensing, licensing of operators of refrigeration units of specific capacities, and regulation of installation and maintenance of refrigerating equipment.

Miller, born in Cleveland, Ohio, received his B.M.E. from Ohio State University in 1944, the Master of Public Administration degree from Wayne University in 1946, and obtained a working knowledge of law from his evening studies at New York University in 1949.

His background includes experience in production work with the Navy as lieutenant (j.g.). His first assignment was in a high priority production project, the V. T. (radio proximity) fuse, at the National Carbon Co., Winston-Salem, N. C., where he administered a large Navy facilities contract. His second assignment was doing liaison between the Naval Ordnance Laboratory and Eastman Kodak Co.

RISAC is sponsored jointly by representative groups of manufacturers of air conditioning and refrigeration equipment, including the Air Conditioning & Refrigerating Machinery Association, the Compressed Gas Association, Inc., the National Electrical Manufacturers Association, and the Refrigeration Equipment Manufacturers Association.

Its purpose is to encourage the adoption of uniform safety practices and regulations with respect to refrigeration equipment and, in particular, the nationwide acceptance of the Safety Code for Mechanical Refrigeration (ASA-B9.1-1950), sponsored by the ASA.

WHY WAIT?

Get your new product info pronto. Use coupon on "What's New" page this issue.

RCA-Victor Distributing Expands I-H Territory

CHICAGO—The refrigeration territory of RCA-Victor Distributing Corp. of Kansas City, wholesale distributor of International Harvester refrigerators and freezers, has been enlarged to cover all the territory served by I-H district offices in Kansas City, Wichita, and Springfield, Mo. The expanded territory covers roughly the entire state of Kansas and half of Missouri.

TOPS IN SALES

Wherever IT'S SOLD



FREEZE EAZY

U. L. APPROVED

The new low-cost, high-efficiency answer to the frozen food display case problems of most food stores.

93" — 67" — 54"

all with self-contained F22 sealed units

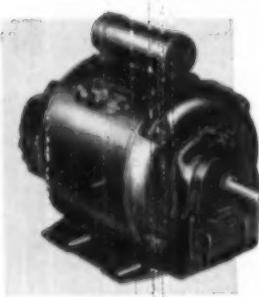
UNBEATABLE PRICES

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FREEZE EAZY INDUSTRIES

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AND HERE'S THE MOTOR that fits your needs for applications requiring high starting torque



Wagner capacitor-start induction motors are your best choice for applications where starting loads are fairly heavy, but which can be brought up to operating speed quickly. They have become increasingly popular for installation on equipment such as mechanical refrigerators, air conditioning equipment, domestic water pumps, motor-driven tools, coal stokers, and on similar fractional horsepower applications.

These motors offer low maintenance cost—only a minimum of servicing is required—and they give many years of

reliable service with unusual freedom from vibration and noise.

* * *

When you standardize on Wagner Motors you get the advantages of a liberal warranty . . . of nationwide service facilities, with replacement motors and parts available from more than 650 Authorized Service Stations plus 25 Wagner-owned Service Branches. You can choose from a wide variety of types and sizes (from 1/125 to 400 hp). Bulletin MU-185 gives complete information—write for your copy.

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ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES
AUTOMOTIVE BRAKE SYSTEMS • AIR AND HYDRAULIC

BRANCHES IN 32 PRINCIPAL CITIES

ONE OF FOUR FREEZE EAZY MODELS Sold by

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| Oakland | IDAHO |
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| Santa Rosa | WYOMING |
| Al McNeish | |
| Los Angeles | Salt Lake City, Utah |
| Paramount | W. V. Morris Co. |
| Refrigeration | |

OTHER PROTECTED TERRITORIES ARE NOW AVAILABLE

Pros and Cons of Standard 16-R, Rating, Testing Room Coolers, Aired at New Orleans

NEW ORLEANS—First opportunity for open protest against the new ASRE Standard 16-R on rating and testing of air conditioners was eagerly seized by opponents at the society's 47th annual meeting here.

Presentation of a paper by Fred O. Urban of General Electric Co. describing the calibrated room calorimeter required by the new standard for testing self-contained room units was followed by a lengthy and sometimes heated discussion by numerous opponents and proponents of the standard.

In accordance with the society's rules, the discussion was limited to the subject matter of the paper rather than the whole 16-R standard. Although exception was taken by some to certain of Urban's statements, the basic objection cited was against the standard's recommendation of the room calorimeter.

Chief complaints made were that the room calorimeter is more costly and much slower than the commonly used psychrometric method, which can be set up, it is claimed, to overcome all objections cited in favor of the room calorimeter.

Advantages of Calibrated Room Calorimeter Method

"The calibrated room calorimeter method," Urban declared in his paper, "has the advantage that it is a direct measurement of net room cooling and dehumidifying effects with the air conditioner operating normally, without special attachments which are not a part of a standard installation, such that the following conditions are satisfied:

1. Neither evaporator nor condenser airflow is augmented or retarded.

2. Tendencies toward recirculation of either evaporator or condenser air inherent in the design of the air conditioner are not interfered with by the method of test.

3. Leakage of air and heat between the evaporator and condenser sections inherent in the design of the air conditioner is allowed to occur in the same manner as in a normal installation."

Urban explained that the room calorimeter (shown schematically in the accompanying diagram from the ASRE standard in question) consists of two insulated compartments.

"One, known as the Room Compartment, accommodates that portion of the air conditioner which is intended to be indoors. The other is the Outside Compartment and accommodates that portion of the air conditioner which is intended to be outdoors. The two compartments are separated by an insulated partition which corresponds to the outside wall of a building and is fitted with an opening such that the air conditioner can be mounted in the same manner as in a normal installation."

"The partition between the two compartments is also fitted with an equalizing opening to prevent a buildup of air pressure difference between the two compartments; thus any air leakages between the evaporator and condenser sides of the air conditioner will be neither augmented or retarded during the test," Urban said.

"The equalizing opening is covered with a light baffle which will allow air to flow in such amounts as are necessary for pressure equalization but which will prevent undue vapor diffusion between the two compartments of the calorimeter. The room compartment of the calorimeter is provided with measured heat input means both to offset the sensible cooling effect of the air conditioner and to evaporate water to offset its dehumidifying effect."

"These heat input means are controlled to such values that the dry bulb and wet bulb temperatures at which the air conditioner is to be

rated are maintained," explained Urban. "Direct measurement of the total heat input, which is very simple if electric heaters are used, yields the net total capacity of the air conditioner provided there is no heat leakage through the walls of the room compartment."

"Possibly, of course, it is not possible to build a perfectly insulated compartment and hence corrections must be made for heat leakages. The magnitudes of the corrections are minimized by adequate insulation and, finally, they are determined by calibration. Measurement of the rate of evaporation of water yields the net dehumidifying capacity of the air conditioner."

A cooling means is provided in the outside compartment of the calorimeter to offset the sensible heating effect of the condenser and to condense the water vapor evaporated on the condenser coil, he added.

"Measurement of the water condensed provided a check value of the net dehumidifying capacity of the air conditioner. Measurement of the total cooling effect, adjusted for electrical inputs to the air conditioner and to auxiliaries in the outside compartment, provided a check value of the net total cooling capacity of the air conditioner. Of course, the outside compartment must also be calibrated for heat leakages and suitable corrections made in the calculations. Both compartments are provided with psychrometers for accurate measurement of the dry bulb and wet bulb temperatures."

Two G-E Units Described

Urban went on to describe in some detail the two room calorimeters built at G-E's Bloomfield plants in accordance with the new 16-R standard, and then presented results of tests made on various makes of room units in the room calorimeter.

"One of the outstanding facts disclosed . . . is the large disparity in capacity of units of the same compressor horsepower rating but different manufacturer," Urban declared.

All of the 11 different units listed by Urban showed less "net total room cooling effect" in B.t.u. per hour than the nominal horsepower ratings of the units, the disparity being greater for some units than for others.

As for the accuracy of the room calorimeter, Urban declared that "these tests, together with other evidence, have indicated that, in general, the reproducibility is within 200 B.t.u. per hour—within 2 to 4% depending on unit capacity."

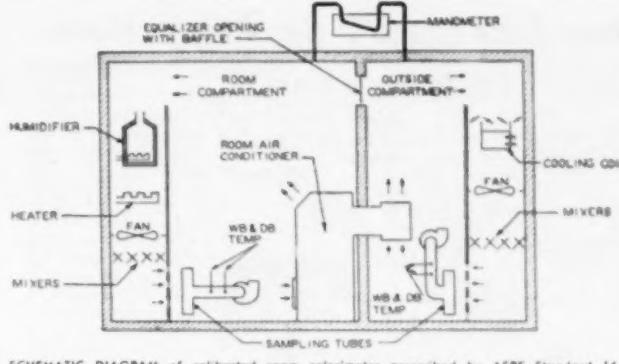
In the discussion that followed the paper, R. W. Morgan, chief engineer of Fedders-Quigan, commented: "I have been a strong opponent of the 16-R testing code. The room calorimeter represents a high cost and it's slower. In the meantime improvements have been made in the test methods called for in the previous Standard 16."

Have Comparison Tests Been Made?

"Has a comparison been made on various makes of room units in their rating according to both codes?" Morgan asked. "Results of tests we have made by both methods are about the same, and our equipment is much simpler than the room calorimeter."

A supporter of the code, however, asserted that the old 16 standard method did not account for all air leakages, but "regardless of how the rating is obtained, the unit will still cool the room. The low net capacities shown up by the 16-R test method doesn't mean that manufacturers have deliberately mis-rated their units."

W. L. McGrath of Carrier raised these objections: "The disparity be-



SCHEMATIC DIAGRAM of calibrated room calorimeter prescribed by ASRE Standard 16-R.

tween manufacturer's ratings and the results of these tests doesn't prove the need for this method of testing. These discrepancies can be shown up by other methods, too. A unit designed for maximum capacity would be too noisy and otherwise objectionable. This may lead to difficulty. The lag effect of the room calorimeter is also very important."

The psychrometric calorimeter can be set up to overcome all the objections cited in favor of the room calorimeter," he declared and then raised the following questions:

"How long does it take the room to reach equilibrium? What is the total sensible heat storage of the structure? What is the vapor storage capacity of the room? What is the cost of the room?"

To these questions Urban replied, "It requires approximately 6 to 8 hours from a 'cold' start to run a test. If the calorimeter room is

allowed to run by itself overnight, we can get through a test by noon. We have no data on heat or vapor storage of the structure."

As for the cost, Thomas Lopiccolo of Boweir informed the group—at Urban's request—that "we feel such a calorimeter room could be built for \$15,000 with certain refinements."

Another point was made by Dan Wile of Refrigeration Engineering who said, "As chairman of the committee which formulated the 16-R standard, I believe the committee anticipated all these objections. Yes, the room is expensive. So is the machinery to manufacture air conditioners."

"In 1944 when the ASRE standard on coils was revised, it required a similar room for tests. And although coil manufacturers are much smaller generally, there hasn't been one single objection raised by them as to the cost of the room."

Harry Quinn Resigns from Refrigeration Engineering

LOS ANGELES—Announcement of the recent resignation of Harry Quinn as director of sales for Refrigeration Engineering, Inc., was made by Hy Jarvis, vice president and general manager of the corporation.

Quinn, who has been with Recold for a little over two years, left the company to enter other types of sales work in the commercial refrigeration and air conditioning equipment field.

Quinn's successor has not been named by Refrigeration Engineering.

Hotel Installs 13 Window Units

MIAMI BEACH, Fla.—Thirteen $\frac{1}{2}$ -ton window-type air conditioners will provide cool comfort for guests of the Isle de Capri hotel, Normandy Isle. Employed in the installation are model 341 units, made by the Air Conditioning Div., Mitchell Mfg. Co.

Univ. of Wisconsin To Install 2 20-Ton Units In Ballroom

MADISON, Wis.—The University of Wisconsin has ordered two 20-ton Typhoon air conditioning units to be installed in the Memorial Union Ballroom.

Hyland-Hall Co., Typhoon distributor here, will handle the installation.

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Do You Have 'Both Feet On The Ground'?

This message, written in your interest, is appearing in several of the trade papers read by your customers

WHAT'S A WHOLESALER?

At the end of every production line rises the greatest single responsibility of business—the profitable distribution of a product. So important is this responsibility that men all over the world dedicate their minds, money, voices, hands, eyes, ears, noses, nerves, and sometimes their very lives to its fulfillment.

As a group these men are termed "Salesmen", "Representatives", "Agents" and "Reps". They are called other things frequently.

So intent are they on marketing their products successfully, and so dire are the consequences if they don't, that they solicit the help of one of the most singularly important influences in the distribution cycle—the wholesaler.

The wholesaler has been known as a "Jobber", "Distributor", "Dealer" and smiles more often when called a wholesaler than by any other name.

He is linked to reputable manufacturers by supply, to their salesmen by merchandising, to his family by love, his employees by loyalty and to his customers by outstanding service and friendship.

He places more orders, receives more merchandise in greater variety, stocks and restocks more shelves, makes more shipments in less time, holds more confidence and credit across longer counters with a larger capital investment in a smaller area than does either his suppliers or his customers.

Every day he dispenses more information on a wider variety of products than is provided in the literature furnished him. It is taken from years of experience and is added to the knowledge of the craftsmen who are his customers.

The wholesaler can be counted among the members of leading associations, civic groups, fraternal orders, religious societies, country clubs and bowling leagues. His divergent interests compel him to be up early and out late. His favorite but rare relaxations are found at home, on vacation, with a fishing rod or behind a bird dog; at a card table and over a cup of coffee with Joe around the corner.

The wholesaler is not typically a small businessman, neither is he a tycoon; rather, he is a well established, highly regarded commercial institution: sincere, practical, reliable; and on his shoulders rests the production lines of tomorrow—profitable distribution today.

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Subscription Rates: U. S. and Possessions, Canada, and all countries in the Pan-American Postal Union: \$6.00 per year; 2 years \$8.00. All other foreign countries: \$7.00 per year. Single copy price, 20 cents. Ten or more copies, 15 cents each; 50 or more copies, 10 cents each. Please send remittance with order.

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VOLUME 65, NO. 3, SERIAL NO. 1,192, JANUARY 21, 1952

"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care." —Charles A. Dana.

Selling Phenomenon Of Next Decade

Ben G. Sanderson, general sales manager of the Deepfreeze Appliance Division, Motor Products Corp., has been "living out of a suitcase" for the last several months. What he's seen—and what he's heard from distributors and dealers across the country—convince him that more and more average Americans are going to gear their lives to "living out of a home freezer."

Everywhere he went Mr. Sanderson saw people driving cars. (Not surprising, because there's a car for virtually every one of America's 42,000,000 family units.) Nearly all of them have a couple of radios, and three out of four have a refrigerator.

But only eight out of every 100 families have a home freezer. That's less than one in 10. Right there's the key to Ben Sanderson's enthusiasm over the prospects for home freezer movement during the next year . . . and the next 10 years.

"My hunch is that home freezers will be the merchandising phenomenon of the next decade," Mr. Sanderson prophesies. "Only one in three families had refrigerators 20 years ago, yet today close to 80% have electric refrigeration. Obviously, there must have been a lot of refrigerators sold during the challenging early '30's. Why? Because people just had to have the convenience and comfort that refrigeration offered."

At the present moment the home and farm freezer market is in the same strategic position. Less than three million families have such a major appliance. Another 20 million, at least, have the money to buy one. And, it can be forecast, they'll decide in constantly increasing numbers that the convenience and luxury of such an appliance are indispensable.

"The only barrier I can see right now is the manufacturers' inability to produce all the freezers people want," Mr. Sanderson insists. "And that will work out all right, too. Every now and then we see a straw in what could turn out to be a favorable wind."

Ben is firmly convinced that we're well on the way back to normal. Current inventories on major and traffic appliances are favorably reduced, he believes—especially when compared to the stocks in distributors' and dealers' hands last summer.

"Normal inventories didn't create fear 10 or 15 or 20 years ago," he says, "and when two-fisted selling again becomes the rule rather than the exception, normal inventories won't breed uneasiness."

Mr. Sanderson also feels that price cutting has reached its lowest point, and that a more balanced consumer-dealer situation should prevail from now henceforth. He thinks that the end result of price cutting serves only to scare consumers and dry up their willingness to buy merchandise they want.

We find it difficult to quarrel with any of his shrewd observations. And we concur heartily in his thesis that freezers could be the merchandising phenomenon of the next decade.

Entire Community To Be Air Conditioned Year-Round

NEW ROCHELLE, N. Y.—The first all-year-round air conditioned residential community in the east is under construction in Heathcote Heights here the builder, Heathcote Heights Building Corp., announced recently.

Charles A. Newbergh, president of the corporation, revealed that an order had been placed with Carrier Corp., through the Thermodyne Corp., New York distributor, for the delivery of 50 home Weathermaker units to be used in the residential community.

This is believed to be the first instance where an entire community has been planned for air conditioning in its original construction, according to the builder.

Eventually, Heathcote Heights will have 75 homes, according to Newbergh. The first home, now under construction, is expected to be completed by February, and ground already has been broken for two more homes. All will be built to sell for \$40,000 and up.

The air conditioning will provide refrigerated air in the summer and filtered warm air in the winter. Operating on any type of gas, the unit can be changed from cooling to heating, and back again, by the flick of a switch.

Both Colonial and ranch-type homes are being designed for the project by Lee Perry, prominent New Rochelle architect.

Cordley & Hayes Wins U. S. Navy Contract

NEW YORK CITY—Cordley & Hayes, major supplier of electric water coolers (for shipboard use) to the U. S. Canadian, and other allied Navies during World War II, has just been awarded a contract for 950 electric water coolers.

This contract is based on the new U. S. Navy Specification MIL-15456A—Electric Water Coolers For Shipboard Use.

Avery Engineering Co. Announces Staff Shifts

CLEVELAND—Appointment of Dennis Boggs, formerly chief engineer, as district manager in Akron, Ohio, and the promotion of Charles W. Pressler from assistant chief engineer to chief engineer was announced recently by the Avery Engineering Co. here.

Boggs has been with Avery since 1941 and has been chief engineer in the main office since 1946. A graduate of the University of Kentucky, he is a member of both the American Society of Refrigerating Engineers and the American Society of Heating & Ventilating Engineers.

Pressler came to Avery in 1946 and served for several years as assistant chief engineer. He is also a member of ASHVE.

Avery acts as distributing contractor for Worthington Pump & Machinery Corp. and General Electric Co. in northern Ohio on refrigeration and air conditioning work.

Coast Group To Study Ventilating Problems

LOS ANGELES—The Pacific Coast Electrical Association, Inc. has announced the formation of a "Ventilating and Air Movement" discussion group under the sponsorship of Bernard Harris, vice president of the Utility Appliance Corp. here, and W. S. Gorham, representative of the I. L. G. Electric Co. located in San Francisco.

The group is intended to "care for the many matters which have arisen in this industry," according to Harris. He invited anyone interested to send in ideas for the betterment of the industry.

"It is hoped that considerable good will come from these discussions so that tangible results can be presented at the spring meeting of the association at the Huntington hotel in April," he stated.

G-E Small Appliances Opens Office In Merchandise Mart

CHICAGO—The General Electric Co.'s small appliance division has moved its north central district office and opened a permanent national display in Room 11-102 of the Merchandise Mart here, it has been announced by Robert E. Boian, marketing manager.

The colorful 3,000-sq. ft. space will display the company's complete line of small appliances and will be headquarters for seven district sales representatives and the district manager, Dallas Edwards.

Package Coolers with Evaporative Condensers Protect N.Y. Telephone Co. Dial Equipment

NEW YORK CITY—The specialized air conditioning requirements of switchrooms containing New York Telephone Co. dial equipment are being met by packaged air conditioning units containing built-in evaporative condensers, according to the United States Air Conditioning Corp. of Minneapolis, which reports the sales of refrigerated "Kooler-air" equipment for use in four of the telephone company's offices.

Two 7½-ton RK units have been installed as part of an alteration of the company's 14th St. building in Brooklyn, and RK-10's have been purchased for use in buildings under construction in Hicksville, Wantagh, and Massapequa, on Long Island.

The units provide summer dehumidification and are equipped with spray-type humidifiers for winter humidification, providing optimum operating conditions for the dial equipment. Certain types of equipment are adversely affected by both high and low relative humidity.

Since freedom from dust is vital to proper switchroom operation, the filtering action of the air conditioning system is also of major importance in these installations, it was pointed out.

Each of the units is placed in a special equipment room and connected to the switchroom through a duct system. Its built-in evaporative condenser meets local water conservation requirements without the need for separate cooling towers or other devices which require additional

space and special pumping and piping systems.

Voorhees, Walker, Foley & Smith are the architects for the New York Telephone Co. and W. H. Peepels Co., Inc., contractor, in installing the air conditioning equipment in the buildings mentioned above, as subcontractor for the White Construction Co., Inc., general contractor.

Harvester Names Denver Distributor

DENVER—The Robert F. Clark Co. of Denver has been appointed wholesale distributor of International Harvester refrigerators and freezers, it was announced by C. P. Wells, manager of the I-H office in Denver.

The distributor will serve Colorado and the entire Cheyenne district office territory, which includes areas in southern Wyoming and western Nebraska.

Lagatella Heads Div.

For G-E Supply In Buffalo

BUFFALO—Richard M. Lagatella has been appointed sales manager of major appliances for the General Electric Supply Corp. here, it was announced by District Manager Donald B. White.

Lagatella formerly was a G-E factory representative in Cleveland and sales manager of General Electric Appliances Inc.

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Ray Heads Promotion For Schaefer, Inc.

MINNEAPOLIS—A. H. Rose, vice president in charge of sales for Schaefer, Inc., has announced the appointment of Carroll A. Ray as sales promotion manager.

He will be responsible for the promotion of "Pak-A-Way" home freezers, Schaefer ice cream cabinets, and "Clearview" frozen food cabinets.

Ray comes to Schaefer from Erwin-Wasey & Co., and has also served as an account executive with other Minneapolis advertising agencies. He was director of advertising for the Maico Co., Inc. in 1946-47, and was a glider pilot and a public relations officer with the Air Force during World War II.

Randall Named President Of Ammons, Inc.

CHARLESTON, S. C.—Herbert H. Randall, formerly of Columbia, has been named president of Ammons, Inc., 249 Meeting St., air conditioning and commercial refrigeration dealer. He also will be active manager of the business.

Randall was for four years South Carolina manager of the Frigidaire Div. of General Motors Corp. From 1934 to 1937 he worked for James F. Byrnes, then U. S. Senator from South Carolina, in Washington. Later, he served in various positions with the federal government and was in the Navy four years during World War II.

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TURN THE PAGE TO PROFIT *

What's New

When requesting further information on new products, please use "Information Center" form.

'Uni-Jet' Pumps Serve Rural Area Homes

KEY NO. B-130

ERIC, Pa.—A 'Uni-Jet' electric water pump system for the home beyond city water mains that will pump 300 g.p.h. has been introduced by the Uniflow Mfg. Co. here.

The pump system is comprised of a jet pump coupled with a pressure tank. There is only one moving part in the pump, an "impeller." The jet itself is in the water and has no moving parts.

The jet principle as applied to pumps utilizes the speed of the water flowing past an orifice to create suction and works in harmony with a pressure tank and automatic switch.

Pumps are made in many sizes which can be tailored to the individual needs of the user. With jet pumps having built-in jets the water can be utilized without placing the jet actually in the water.



'Handi-Jar' Files Small Parts, Nails, Screws

KEY NO. B-131

DETROIT—Mountable on the wall in the repair department, parts department, tool crib, office, and other places about the premises is "Handi-Jar," a new visible filing system for small parts and articles, nails, screws, fittings, etc.

A patented spring clip makes removal and replacement of the screw top jar rapid and easy. Etched space on the front of the jar provides for affixing identification label, it is explained.

Composition plaque with 12 4-oz. jars is priced at \$3.20; with 6-oz. jars, \$3.60. It is also available in special sizes, according to Handi-Jar Corp. here.



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Salt Cubes Dissolve at Even Rate, Give Clear Brine

KEY NO. B-132

SCRANTON, Pa.—Intended to solve the problems that arise when loose salt is used in unit coolers, cold air diffusers, and spray deck refrigeration, International Salt Co., Inc. here, has developed a special, heavily compressed salt cube called a "Kooler Cube."

The company claims the new cubes provide an economical and efficient method for continuously restrengthening brine and make it easy to maintain brine at the proper Salometer reading.

In addition, the new cubes eliminate the expense and the trouble caused by clogging of spray nozzles, help eliminate fog in chill rooms, and save money by making possible other economies, according to the company.

Experience in plants where the cubes have been tested reportedly showed that "Kooler Cubes produce brine that is as pure and clear as self-filtered Lixate brine. Because they can be used simply and economically in places where it is impractical to install a Lixate Rock Salt Dissolver, their development enables International Salt Co. to solve all problems involving brine production and use that might arise in any refrigerating plant.

"In most plants where loose salt is used in unit coolers it is dumped at intervals into the pan of each cooler. This sudden addition of salt, of course, creates wide fluctuations in brine strength, and this in turn leads to serious problems. In food plants, for example, the lowest possible brine strength compatible with proper processing is best, because the

high reading on the Salometer, the more moisture the brine takes out of the atmosphere, and consequently the more foodstuffs are dehydrated.

The practice of adding loose salt to the trough has another grave disadvantage—it adds impurities to the system, unless the brine is filtered.

"In many plants that use loose salt in this way the coolers, if they are to be operated at maximum efficiency, must be shut down frequently while the spray nozzles are taken apart and cleaned. In one plant that has adopted Kooler Cubes it used to take about eight man hours of labor to perform this cleaning job on each cooler—labor that is now being used more productively about the plant.

"Because Kooler Cubes are made of compressed salt of high purity, they produce a clear brine, and so they eliminate the expensive and time-consuming job of cleaning out the system periodically.

"In addition, when Kooler Cubes are used, there is no necessity for having empty salt bags in the chill rooms, and no possibility that fiber, lint, paper fragments, or dirt from such bags will get into the cooling system and spray nozzles. Nor is there any difficulty about handling salt which has caked or hardened in bags or in piles."

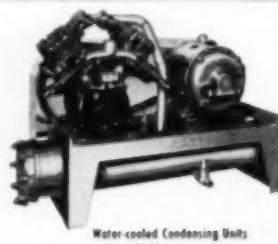
The cubes are made of tightly packed salt which dissolves at an even rate, so that the brine is continuously restrengthened, the company said.

With Kooler Cubes, it is claimed, there is no possibility that loose salt will be spilled when it is transported through the plant or dumped into the cooler, "and that fact makes possible considerable saving of salt."

Further, "less salt is lost in overflow brine when the brine is held at the proper Salometer degree reading. A 10-degree Salometer jump raises this loss approximately 12%." For this reason, continuous brine strengthening and use of the weakest possible brine effect a considerable saving in salt costs."

Each cube weighs 50 lbs. and has hand grips molded in the sides for easy handling.

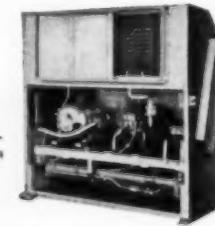
Since each block contains 50 lbs. of compressed salt, the operator merely puts two of them in each cooler that had been using 100 lbs. of salt a day, and replaces them as required, it was explained.



Water-cooled Condensing Units
—through 40 tons



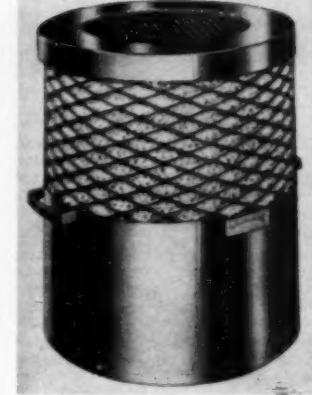
Evaporative Condensers,
Cooling Towers and
Air Handling Units to match



Central Type—
18-15 ton



Package Type—
24-6 ton



Kauffman Introduces Portable Humidifier

KEY NO. B-133

ST. LOUIS—A new model portable humidifier for home or office use has been introduced by the Kauffman Air Conditioning Co. here.

The new model, of circular design, measures 13½ in. in diameter and 15 in. high and has an air output of 15,000 cu. ft. per hour. Holding 3½ gals. of water in its reservoir, it evaporates ½ to 2½ pts. per hour.

The humidifier operates automatically when plugged into a 110-volt, 60-cycle, a.c. outlet. This starts the fan and circulating pump into operation.

The fan draws dry air from the room through a 2-in. wetted surface of non-odor producing material covering the entire diameter of the unit. The four-bladed fan discharges the humidified air vertically into the room through a grill at the top of the unit.

The manufacturer says that pine oil or other odor producing oils can be added to the water to produce pleasant odors if desired.

The humidifier weighs 22 lbs. and has a shipping weight of 28 lbs.

MORE INFORMATION?

Use Handy Coupon
on "What's New" Page
of this issue.

Use Key No. for fastest service.

BETZ HALF ROUND



Sales Prove It

WORLD'S FOREMOST COOLING UNIT FOR WALK-INS

| MODEL NO. | BTU AT 1° TD | CFM | SURFACE SQ. FT. | DIMENSION | | |
|--------------|--------------------|------|--------------------|-----------|-----|--------|
| | | | | H | W | D |
| 190-HR | 190 | 415 | 58.96 | 8" | 27" | 177/8" |
| 260-HR | 260 | 550 | 78.61 | 8" | 27" | 177/8" |
| 347-HR | 347 | 740 | 100.28 | 8" | 33" | 207/8" |
| 433-HR | 433 | 860 | 125.28 | 9½" | 33" | 207/8" |
| 540-HR | 540 | 1052 | 153.22 | 9½" | 39" | 237/8" |
| 688-HR | 688 | 1400 | 183.00 | 11" | 39" | 237/8" |
| 867-HR | 867 | 1800 | 231.75 | 12½" | 42" | 257/8" |

See Them at Your Wholesalers

BETZ CORPORATION

HAMMOND • INDIANA

What's New (Cont.)

'Rigid-Frigid' Features Foot Treadle To Open Lid



KEY NO. B-134

BINGHAMTON, N. Y.—A new low temperature cabinet, designed for industrial use, has been introduced by Brewer-Titchener Corp. here.

**for more
Ice maker
SALES**

... FILTRINE
**"Taste - Master"
Deminerlizer
in the water line**

Crystal ice . . . without sludge-forming rust, sediment, mineral residue . . . chlorine taste . . . "milkyess." Ends major source of service calls. Write for new literature.

Filtrine
Water Coolers and Filters for 40 Years

FILTRINE MANUFACTURING CO.
BROOKLYN 5, N. Y.

Known as the "Rigid-Frigid," the cabinet features sub-zero temperatures as low as -40° F. It can be used for rivet cooling, shrink fit assembly, size-stabilization in metal, storing punched and formed aluminum alloy parts, applying sub-zero cooled compressed air to metal cutting tools, and treating hardened steels.

The "Rigid-Frigid" is a compact unit 40 in. long by 36 in. high by 32 in. wide. It has 2½ cu. ft. of refrigerated storage space.

An unusual feature of the cabinet is its easy-acting foot treadle which opens the lid and leaves both hands free for handling frozen parts or materials. The cabinet is powered by a 1½-hp. hermetic unit (110-volt a.c.).

The cabinet is suited for retarding the aging of heat-treated aluminum alloy rivets. Rivets placed in the cabinet immediately after quenching may be stored for two weeks or more without becoming hard, difficult to drive or losing ductility, according to the company.

"Shrink-fit" assembly in plants of any size also is possible with the "Rigid-Frigid," the company said. Parts which can be assembled by this method include plugs, studs, bushings, pins, sleeves, or inserts.

"Shrink-fitting with the new cabinet offers a number of advantages over heat and press fitting. Included among these are less chance of altering the metal's characteristics or of causing part distortion, no danger of oxidation, no finishing machine work or press equipment required, and, above all, tighter assembly of parts."

"Punched and formed aluminum alloy parts can be heat-treated after the blanking operation and stored until ready for forming. This eliminates risk of distortion, particularly with long slender parts, through heat-treating after forming."

"The cabinet may be used for applying sub-zero-cooled compressed air to metal cutting tools during milling, a process which increases tool life as much as 400% and produces better, smoother finishes. Hardened steels also may be treated with the cabinet."

A new bulletin, giving complete details is available.



'Spectro-Heat' Hot Top Has

7 Front-Fired Burners

KEY NO. B-135

DETROIT—Garland front-fired all-hot top for all commercial ranges is now being marketed under the designation "Spectro-Heat," Paul Inskip, commercial sales manager for Detroit-Michigan Stove Co., has announced.

The Spectro-Heat hot top has seven front-fired burners, each individually controlled permitting 50% gas consumption without restriction of the cooking area, Inskip said.

Heating with graduated intensities is made possible by the front-firing, adding an additional element of flexibility which reduces shifting of heavy stock pots. The Spectro-Heat top's 34-in. width has a capacity of four large size stock pots, he added.

The Spectro-Heat top also is available in stainless steel ranges and can be used in ranges designed for manufactured, natural, or liquefied petroleum gases.



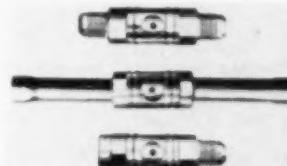
'Scotty' Cart Holds Tools, Parts for Moving

KEY NO. B-137

ST. LOUIS—A "Scotty" cart for holding tools and parts that must be moved from place to place is being manufactured by Natkin & Co. here.

The cart contains two trays measuring 29 by 18 in., completely surrounded by a 1-in. retaining lip and a drawer measuring 13½ by 17½ by 4 in. It stands 33½ in. high and rolls on 3-in. rubber-tired casters. The frame is a completely welded unit.

The cart is finished in gray baked Hammeroid enamel and has an approximate shipping weight of 60 lbs. Legs are punched to accommodate one or two additional shelves.



method of seating the gasket against the ends of the lapped glass prevents the glass from touching the housing.

Moreover, the brass housing extends approximately 1½ in. above the glass so that there is no danger of breakage from accidentally dropped tools.

The gasket is said to remain impervious to all refrigerants and oils and will not swell or decompose as the result of chemical action. Silver soldering does not affect the gasket when the soldering is performed according to instructions.

Each indicator is shock pressure tested under conditions which simulate the pressure surge of the refrigerant when the liquid valve is open.



'Twin-Brush' Designed For All Floor Care

KEY NO. B-139

LYNN, Mass.—Priced at \$49.95, a new twin-brush electric floor polisher was introduced recently by The Shetland Co. here.

The "Twin-Brush" is claimed to perform all floor care operations—waxing, polishing, buffing, scrubbing, and dry cleaning. It works equally well on all types of floors, according to the company.

The unit comes equipped with two sets of brushes: Tampico brushes for polishing and Palmetto brushes for waxing and scrubbing. Lamb's wool bonnets for buffing and steel wool pads for heavy-duty cleaning are available at a slight additional cost.

The company also produces a smaller all-purpose electric polisher and "family work-aid" which retails for \$21.95.

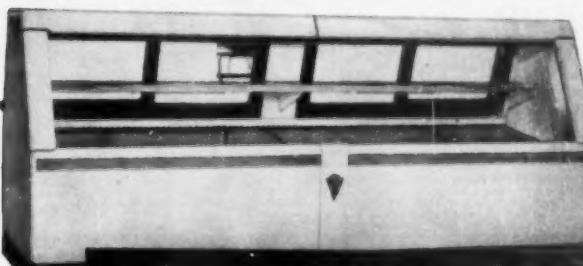
Allin Series of 200 Is 35% Lighter Weight

KEY NO. B-138

CHICAGO—A new series of 200 of Allin Liquid Eye Indicators that are made approximately 35% lighter in weight to reduce the fatigue factor of the liquid line has been announced by the Allin Mfg. Co. here.

The new series has a Pyrex glass tube that is spring mounted for shock resistance and which is ground and lapped by an exclusive process. The

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The new Viking V-6 provides your customers with the finest in a quality looking, quality performing double duty meat case. Such outstanding features as these help you sell more, profit more:

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More Beauty and Durability . . . Sturdy, protective cart rail; fluorescent lighting; better hardware; extra-strong wire display shelf; porcelain inside and out; Thermopane glass. Both top and bottom of case refrigerated.

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Information Center

For more information on What's New products, current literature and catalogs available, equipment advertised in AIR CONDITIONING & REFRIGERATION NEWS use Key Numbers where designated or specify products advertised and we'll see that you receive this information promptly.

What's New or Current Literature Available

| | |
|--------------|--------------|
| Key No. | Key No. |
| Key No. | Key No. |
| Key No. | Key No. |
| Key No. | Key No. |

Products Advertised

(list name, page, and issue date)

(PLEASE PRINT PLAINLY)

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Company
Street
City Zone State
Type of Business

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794 Union Street, Brooklyn, N. Y.

Help Wanted!

High School Courses In Refrigeration, Air Conditioning Go Begging Because No One Has Sold Students on Opportunities In the Field

By George M. Hanning

DETROIT. The refrigeration and air conditioning industry needs a "glamour treatment" if it is going to attract ambitious students to enter the field.

Courses in air conditioning and refrigeration in a Detroit technical high school, the only one offering such courses in the Detroit public school system, are going begging simply because youths in their early teens have never heard of the industry or the opportunities it offers them for a career.

This state of affairs was outlined to the local section of the American Society of Refrigerating Engineers recently by [the two Detroit educators who have done most to make the courses available to high school students.

GET COUNSELORS TO POINT UP OPPORTUNITIES

They appealed to the society to do something to bring to the attention of counselors in intermediate schools the opportunities offered by the industry so that these counselors in turn can point up the opportunities to their students.

The two educators are Andrew D. Althouse, supervisor of vocational education in the Detroit public schools, and Carl M. Turnquist, instructor in heating, refrigeration, and air conditioning at Cass Technical High School.

Althouse related that an early as

1931, a course in refrigeration was suggested for the Cass Tech curriculum, and in the fall of 1932 it was offered for the first time in the night school.

The idea caught on and attracted an increasing number of night students over a period of years. The course blossomed out into four classes culminating in one on sales engineering giving the student mathematical information he needs to figure heat loads and make other calculations in estimating jobs.

With the popularity of the night courses increasing, Althouse and Turnquist in 1944 asked the local section of ASRE if the course should be offered to day school students; if so, what should be taught, what equipment would be needed, and what outlet there would be in the industry for graduates.

A committee was set up by the section to study the matter. The committee approved the idea and helped set up a three-year, six-semester program.

FIRST COURSE OFFERED IN 1945

This course was first offered to day school students in 1945 and has been offered each year since.

"We had hoped that the course would attract more and more students as time went on," Althouse said. "But that hasn't proved to be the case. The enrollment in the course covering all stages of study, has held pretty even at 40 to 50 students."

Turnquist pointed out that since the course was first offered, 105 students have taken the training. Of this figure, 31 have been graduated, 18 are still studying, and 56 have dropped out.

Of the 31 who were graduated, five are in the refrigeration business, 13 went on to college, eight went into service, and six are unaccounted for. Of the eight in service, three were in the refrigeration business before they entered the military.

Turnquist noted that in talking with students who drop out, he found that they generally do so for two

main reasons. One, they quit to get a job and make some "easy" money before they are drafted, or two, they lose interest in their schooling.

DETROIT MARKET COULD USE 50 GRADUATES YEARLY

He declared that according to Michigan Employment Commission Figures, the Detroit market could absorb some 50 new refrigeration technicians a year. In order to turn out that number of graduates, the course would have to enroll approximately 75 students per semester.

Both men suggested that one reason youths don't go into refrigeration is because their counselors in intermediate school know nothing about the industry or its opportunities.

They pointed out that there was a dearth of literature on the subject and nothing that the counselors can pass on to their students.

Althouse pointed out that teenagers are attracted by the "glamour" industries, such as aviation and automobiles, and tend to overlook the others. Even the automobile industry has become concerned about how the aviation industry has overshadowed it in attractiveness to youth and is now trying to do something about it.

3 SUGGESTIONS TO PROMOTE INDUSTRY

The following suggestions were offered by ASRE members on what the industry might do to "promote" itself to youth:

1 Intermediate school counselors might be invited to a plant or office of a local industry member so that they might see what sort of opportunities the industry has to offer. These opportunities could be explained over refreshments and brief, written material might be supplied them for their own use and for passing on to their students.

2 The ASRE or some refrigeration manufacturer might sponsor an annual essay contest for youths of pre-high school age that would induce them to search out information about the industry. A substantial prize or prizes—such as a \$100 savings bond—could be offered to encourage more boys to enter. This idea, while it would not be expected to produce anything brilliant in the way of essays—would at least bring the industry to the attention of the youngsters.

3 Bring industry to the schools through a "careers day" where representatives of the industry could outline its opportunities directly to the students.

M-H Promotes Engstrom

MINNEAPOLIS—Bert Engstrom has been promoted by Minneapolis-Honeywell Regulator Co. to assistant sales manager of the wholesale division, in charge of the territory west of the Mississippi river.

Engstrom, who has been in sales work for Honeywell since the end of World War II, will make his new headquarters in Minneapolis. He previously was assigned to the company's Cleveland office.

Current Literature Available

To obtain further information on the literature listed below, please refer to key number preceding listing. Please use the "Information Center" form on "What's New" page.

Effective Merchandising Plans Offered In Portfolio

KEY NO. N-130

DAYTON—Titled "Prize Promotions," a portfolio which presents concisely and authoritatively the "hows and whys" of effective merchandise incentive campaigns has been announced by Cappel, Mac-Donald & Co. here.

The portfolio covers such facets of incentive campaigns as choosing the right prizes, the mechanics of conducting a campaign, and how it should be promoted.

Material in the portfolio includes an eight-page brochure containing promotion ideas for various kinds of campaigns, a campaign plan book, a one-page memo telling how to choose the right incentives, and a folder with ideas on how to make prize programs more successful.

Choice of prizes should be elastic, allowing salesmen their own selection of the awards they are willing to work for, according to the pioneer merchandise incentive firm.

In addition, the portfolio contains ideas on the use of many other motivating forces that stimulate a salesman, including his natural optimism, his sense of pride, the influence of his family, and his desire for recognition.

The portfolio details various uses that campaigns may serve, such as promoting high-profit or slow-moving items, introducing new products, acquiring new customers, and many others.

It tells what promotion material is necessary for the success of a campaign, how and when the material should be used, and the type of campaign most suited for specific groups of employees.

The conclusions and suggestions in the presentation are garnered from the Dayton firm's extensive experience in the merchandise incentive field.

It claims to have conducted more than 300,000 incentive campaigns involving millions of salesmen.

New Booklet Published by EEL on Electric Industry

KEY NO. N-131

NEW YORK CITY—America's electric power supply and the industry providing it are surveyed in "I Want to Know About the Electric Industry," a booklet published in its fourth annual edition by the Edison Electric Institute.

Outlining electricity's progress in the United States through peace and war, the 1951-52 edition also presents the industry's program for preserving an adequate power supply in the critical years ahead.

Among the 27 questions asked and answered in the new booklet are "What About the Electric Industry in a National Emergency?" and "What About the Electric Industry's Expansion Program?"

The booklet points out that electricity generation in 1951 will be

twice that of 1942, the first full year of World War II, but it also asserts that unless material shortages hampering the industry's expansion plans are remedied, there may be power shortages in some areas in the next two or three years.

Other questions and answers concern the position the U. S. holds in world production of electricity and the use of electric power in industry, agriculture, and in the home. Covering various aspects of electric industry operation, the booklet utilizes national figures in dealing with sales, income, expenses, capitalization, ownership, employees, fuel use, and offers percentage comparisons of the relative importance in the industry of the business-managed electric companies and the government power agencies.

Frick Issues Bulletin on Ammonia Compressors

KEY NO. N-132

WAYNESBORO, Pa.—Bulletin 112-I recently issued by the Frick Co. here under the title of "Ice and Frost" gives detailed data on the company's line of enclosed ammonia compressors.

Also included in the 16-page, two-color publication are photos and descriptions of actual installations using these compressors in a variety of applications such as ice plants, breweries, packing houses, dairy and ice cream plants, cold storage, air conditioning, quick freezing, and several others.

In addition, the bulletin briefly reviews the principles of refrigeration and discusses capacity controls, dual-pressure machines, lubrication, and drives.

Rotary Seal Lists Revised Stock, Resale Prices

KEY NO. N-133

CHICAGO—Rotary Seal Co. here, manufacturer of mechanical seals for rotating shafts, has published a new stock and resale price list, it was announced by M. L. Coppini of the sales department.

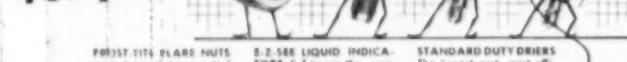
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WORLD'S LARGEST MANUFACTURERS OF REFRIGERATION CONTROLS

Installing, Servicing Open Cases Gains Importance as Use of Frozen Meats Expands

DETROIT — "The store of the future will sell most meats in the frozen state. Even today some stores are installing as many frozen food cases as fresh meat cases, and markets being laid out on the west coast are providing for an additional 30 to 50% future increase in frozen food cases," declared Art Perez, service manager of Tyler Fixture Corp., in warning servicemen that they'll have to become thoroughly familiar with all types of frozen food cases and defrost systems.

Speaking before the Greater Detroit RSES chapter, Perez discussed open cases in general and gave some details on refrigeration and defrost system hookups for self-service equipment.

EFFICIENCY LESS, MERCHANDISING VALUE MORE

"Although the efficiency of open equipment is bound to be less, yet on the whole open cases give better temperature control than many closed cases," he declared. "However, the open case does cost more to operate. Its major advantage, of course, is in merchandising, employing the idea developed by the 10-cent store. As soon as the customer handles the merchandise, it's half sold."

In reviewing the development of the open case, Perez cited the trend from gravity coils to blowers.

"Blower coils enable us to bring the display virtually to the customer's fingertips and also permit wider wells for better displays. In fact, open equipment as made today is at a high degree of perfection. The temperature gradient from top to bottom of the case is only 1 or 2°, while the temperature rise during the off cycle is usually held to 4 or 5°. Most closed cases couldn't come closer than 8° on this."

"Open cases do require more care in installation and service," Perez cautioned. "The machines are larger, the length of tubing run is much longer, and the equipment is subjected to greater heat loads. Drafts must be completely eliminated. In fact, this has to be assumed before installation."

"The store of tomorrow will have

a lot more open equipment than the store of only two or three years ago," he predicted. "Larger stores will have as much as 200 linear ft. of open cases."

Discussing various multiple hookups, he pointed out that systems using constant pressure valves are hardly likely to be used in multiplexing open equipment.

"And the thermostatically controlled solenoid that two years ago we thought was ideal for multiplexing has been found to have several limiting factors. Primarily, the fact is that we couldn't find a satisfactory location for the thermostat controlling the solenoid to avoid undershoot and overshoot."

The average thermostat has a differential no closer than 4°. This means," Perez explained, "that the air temperature has to change as much as 6° to affect the thermostat. Thus you'll have a variation as much as 12° between the on and off cycles, and such a wide temperature differential is very harmful to meat. And if one coil is cut out on a multiple system, the overshoot or undershoot will be exaggerated on the other case."

He cautioned the servicemen, too, not to confuse operating controls with defrost controls.

"They're distinctly different."

The multiple system used today on open cases has simply a thermostatic expansion valve on each coil and a pressure switch on the condensing unit, Perez stated. Such an arrangement is shown diagrammatically in Fig. 1 with the pressurestat omitted.

As for settings of the pressurestat to control open cases, the following were suggested:

| Case | Cut-in Point (p.s.i.g.) | Cut-out Point (p.s.i.g.) | Defrost |
|---------------------------|----------------------------|-----------------------------|----------|
| Produce | 36 | 16-22 | None |
| Meat | 36 | 10-14 | 4-1 hr.* |
| Dairy, delicatessen, meat | 26 | 6-10 | 4-1 hr.* |

*Defrost four times a day, 1 hour each time.

Turning to the problem of defrosting frozen food cases, Perez commented that Tyler uses a blower coil and a secondary system heated electrically to defrost its open frozen food fixtures.

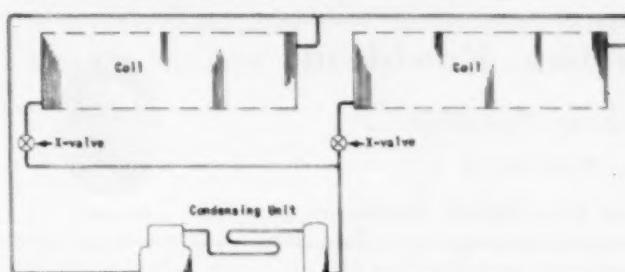


Fig. 1 shows simplest and probably best multiple hook-up for open cases. Condensing unit is controlled by pressure switch.

The secondary system is filled with "Freon-12," which when heated flows from an insulated tank up through a separate circuit in the finned coil to defrost it. The charge of "Freon" in this secondary system varies from 3½ to 6 lbs., depending on the size of the case and the amount of heat required. Originally equipped with a 750-watt heater, this defrost system now employs 1,500-watt heater element, Perez said.

The heater should operate continuously during the defrost cycle, and it can be checked with an ammeter to determine if it is operating properly," he added. "A major problem, of course, with any low temperature defrost system is providing proper drainage. A poor drain installation can cause difficulties."

DEFROSTING TAKES ABOUT AN HOUR

"Defrosting requires about an hour with this system. Incidentally, you can't increase the number of defrost periods and thus reduce the time required for defrosting. Most of the heat is dissipated in heating up the 'Freon' coils, etc., not actually in melting the ice, so the defrost time will remain about the same."

The "coming defrost control," Perez declared, is the timer-pressure control combination. A timer starts the defrost cycle at a predetermined time, but the system comes back on when the pressure rises to a predetermined point, he explained, its operation being entirely separate from the operating pressure control on the unit.

On the problem of servicing equipment

Perez urged all servicemen to become acquainted with a hermetic test set.

DON'T REPLACE HERMETICS UNLESS NECESSARY

"Don't get in the habit of replacing hermetic units unnecessarily," he warned. "Use the test set to determine whether it's the unit or something else. Every man who works for me also carries a pressure recorder, as well as a voltmeter and ammeter in addition to the usual tools so he can do a good job of diagnosing service troubles."

Another problem that servicemen may encounter results from trying to use open frozen food cabinets for ice cream.

"We'd like to see people sell more ice cream, but there are few if any setups today that will do the job adequately," Perez contends. "And it's not just a matter of equipment. If you have an open case that will maintain -20° F. yet the ice cream is at a temperature of 0° or 2° above, there's something else wrong."

"Of course, you can fill up the case with plates, but these interrupt the mass display and therefore curtail sales. The problem here is radiant heat. It penetrates the well of the case and gets into the ice cream. There's only one way to lick it."

"If ice cream manufacturers would use foil for their packages, they could reduce the temperature of ice cream 5 to 10°. I've seen ice cream wrapped in foil which has kept hard at 0° and other ice cream in brown paper wrappers soft or at least unsatisfactory at -25° F."

Westinghouse Sets Up Pittsburgh Distributor

PITTSBURGH — Westinghouse Electric Corp. announced the organization of a new firm known as Danforth Corp., which has purchased the assets of the former Danforth Co.

J. M. McKibbin, vice president in charge of consumer products for Westinghouse and a director of the new corporation, reported completion of the transaction whereby the assets of the former organization were acquired from the estate of the late L. W. Danforth. The new firm will continue as a Westinghouse distributor.

Elected president of the new organization is Robert G. Eckhardt, formerly vice president and general manager of the Danforth Co. Treasurer of the new firm is D. S. Ashcom, Jr. who served as secretary and treasurer of the Danforth Co. Elected secretary is C. W. Pomeroy, who also is secretary of Westinghouse Electric Corp.; assistant secretary is Mahlon E. Lewis.

Included on the board of directors are: John F. Myers, chairman, who also is president of the Westinghouse Electric Supply Co.; Charles E. Headlee, controller of Westinghouse Electric Corp.; McKibbin, and Eckhardt.

Eckhardt explained that the new firm, as a Westinghouse subsidiary, will continue to operate as had the Danforth Co. as an independent distributor. All present personnel, he said, will continue with the new corporation and business will be carried on in the same location.

An asset not included in the Westinghouse purchase is the building itself at 6500 Hamilton Ave., East Liberty, which the new corporation will lease from the L. W. Danforth estate through the executors, Peoples First National Bank & Trust Co.

The original Danforth business dated back to 1930 when the firm was granted one of the first Westinghouse appliance distributor franchises. The firm has continued as a Westinghouse distributor ever since. It serves dealers throughout Allegheny county and for those dealers provides service.

Danforth acts as engineer and contractor on Westinghouse air conditioning and heating installations.



From warm air to hot gas . . . hot gas to defrost an ice coated coil. Thermocycle defrost is a simple refrigeration system utilizing the heat from room air to free a coil from ice. Heat-X offers the Condenser Re-evaporator coil — the unit that picks up this heat from the room air. Compact, highly efficient, you'll find it worthwhile investigating.

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Floor Valves, Floor Sensors, 1952

Refrigeration Problems and their Solution

by Paul Reed

For Service and Installation Engineers



B9.1 Safety Code For Refrigeration

The code popularly referred to as the ASA B9.1-1950 Refrigeration Code, will be two years old this spring. Since its approval in March, 1950, by the Council of the American Society of Refrigerating Engineers, and in May, 1950, by the American Standard Association, it has been approved by every organization of any consequence that has any interest in or connection with mechanical refrigeration and air conditioning.

Included in these approving organizations are the engineering societies of various kinds, associations of manufacturers, distributors, contractors, utilities, insurance companies, and users of refrigeration and air conditioning equipment, the National Safety Council, Underwriters Laboratories, American Gas Association, Bureau of Explosives, U. S. Bureau of Standards, and the U. S. Department of Labor. It has been universally accepted.

FAIR AND IMPARTIAL

Moreover, representatives of all of these groups were on the committees that formulated the B9.1 code, so it can be accurately said that the B9.1 code is the combined work of the best men in the refrigeration and allied industries, and of safety, insurance, government, and other interested groups. It is therefore impartial, and fair to everyone.

Most of the large cities and many of the smaller ones have adopted it to replace their own local codes, and more are now in the process of doing so. It has been widely recognized that no city or state can itself provide the talent, knowledge, and experience that went into the making of the B9.1 code.

Although the B9.1 has had a great deal of publicity before and after its completion there are many who are not familiar with its provisions or scope. The B9.1 is brief in comparison with some codes, and insofar as possible is written in simple language, but it is the purpose of this article to review the B9.1 code for the benefit of those who have not studied the code, but who would like to be

familiar with its main structure and provisions.

NO ATTEMPT AT INTERPRETATION

There will be no attempt in this article to interpret the code; rather, any such tendency will be carefully avoided. Interpretation of the B9.1 code is the function of the Interpretations Committee, a standing committee provided for that purpose, and for the purpose of studying and recommending the adoption or rejection of suggested changes in the B9.1 code. The Interpretations Committee of ASA is headed by E. T. Benson, chairman, and consists of J. R. Chamberlain, S. V. James, J. C. Redard, L. J. Wallace, and M. C. Turpin, secretary.

Thus, the application of the provisions of the code is interpreted by this committee, and in case of disputed applications, officials are urged to consult this committee. The Interpretations Committee is also charged with the responsibility of keeping the code up-to-date in accordance with developments that may require revision of the code.

B9.1 CODE IS A SAFETY CODE

Before considering the code itself, it must be emphasized that the B9.1 code is a *Safety Code*, and contains no provisions for licensing, registration, fees, or other matters that must be decided by local authorities and incorporated into a city ordinance or state law to provide enforcing machinery.

It must also be further understood that the B9.1 code is not a law, and does not become one unless and until it is adopted by or incorporated in a municipal ordinance, state law, or other legal instrument.

In such instances, the B9.1 code should be adopted in its entirety, rather than to attempt to adopt parts of it or to insert other provisions. The B9.1 code has been carefully formulated and integrated with other codes, such as electrical, plumbing, boiler codes, etc., that piecemeal deletions, additions, or changes, may seriously affect the usefulness of the code, and nullify its effectiveness.

THE B9.1 CODE ITSELF

The B9.1 code consists of 15 sections and an appendix. We shall take up these sections separately, and briefly outline their main features

and coverage. It is beyond the scope of this article to examine the provisions of the code in detail.

The reader may obtain a copy of the B9.1 code from the American Society of Refrigerating Engineers, 40 W. 40th St., New York 18, N. Y., at a price of \$1 per copy.

SECTION 1. SCOPE AND PURPOSE

The first section states that the intent of the B9.1 code is the safety of every refrigerating system using a refrigerant that is alternately vaporized and liquefied, except that the code does not apply to refrigerating systems using water or air as the refrigerant (not as the medium cooling the condenser).

The code applies to refrigerating systems installed after its adoption (May, 1950) or to parts replaced or added before or after its adoption. In cases of hardship, exception to the replacement provision may be granted by "the authority having jurisdiction" which is usually the local inspection department.

SECTION 2. DEFINITIONS

One person or company may apply a different name to a piece of equipment than some other person or company, and this difference in names or terms could quite easily cause confusion in interpreting the meaning of a code. Section 2 lists a number of parts or types of equipment and defines each, so that when they are later referred to in the code there is no misunderstanding of what is meant.

For example: the word "compressor" is frequently used to refer to the "condensing unit," which includes the "compressor" (sometimes called a compressor-body), motor, condenser, base, etc. Section 2 clears this up, and also defines the meaning of other names and terms, so that the equipment referred to is clearly understood.

A knowledge of the definitions is necessary to a true understanding of the code. Throughout the code, the terms defined in Section 2 are shown in *italics* to draw attention to the fact that these terms have definite meanings as defined in Section 2.

SECTION 3. BUILDING OCCUPANCY CLASSIFICATION

Safety of refrigerating systems is comparative. A 50-ton, direct expansion system using ammonia as the refrigerant, could not be considered safe in a theater, and yet much larger systems of this type are common in breweries, ice plants, and cold-storage warehouses, where they are under constant maintenance, where the workers are familiar with the equipment, and where ample provisions are made for escape.

The size and type of the refrigerating system, the refrigerant and materials used, the installation methods, and the control and safety systems provided, must be determined by the building construction and the people in the building; also the number of people and whether they are confined or physically able to escape.

It is therefore necessary to classify buildings in which refrigerating systems are installed, in accordance with their occupancy, in order to make adequate safety provisions for the different classes of occupancy.

Section 3 classifies building occupancies as: Institutional (prisons, hospitals, jails, etc.); Public Assembly (schools, churches, theaters, department stores, depots, etc.); Residential (more than two families, such as hotels, apartment houses, etc.); Com-

mercial (small stores, offices, bakeries, laboratories, etc.); Industrial (large factories, or buildings used by one manufacturer); Mixed (buildings with several occupancies with exceptions specified).

SECTION 4. REFRIGERATING SYSTEM CLASSIFICATION BY TYPE

In order to determine the relative safety of installations in buildings whose occupancies are classified in Section 3, it is also necessary to classify the types of systems, so that the permissible system may match the building occupancy. Section 4 therefore classifies refrigerating systems as follows:

Direct
Indirect
Indirect Open-Spray
Indirect Closed-Surface
Indirect Vented Closed-Surface
Double Indirect Vented Open-Spray
Double (or secondary) Refrigerant

SECTION 5. REFRIGERANT CLASSIFICATION

In addition to classifying building occupancy and system types, the refrigerants are classified in Section 5 into three groups in the order of their comparative safety, with special emphasis on the flammability hazard.

Group 1 includes the "Freons," carbon dioxide, and methylene chloride. (The new refrigerant Carrene 7 will probably be classified in Group 1).

Group 2 includes ammonia, sulphur dioxide, methyl chloride, ethyl chloride, methyl formate, and dichloroethylene.

Group 3 includes the straight hydrocarbons, butane, ethane, ethylene, isobutane, and propane.

Kennally, Otter Figure In Philco Advancements



T. A. Kennally J. M. Otter

PHILADELPHIA — In a major move to broaden the divisionalization program of Philco Corp., William Balderston, president, announced a number of important advancements in the top level organization.

John M. Otter, formerly vice president and general sales manager, was appointed vice president and general manager of the Refrigeration Div., and will head the management of all Philco appliances, including electric ranges and room air conditioners.

Thomas A. Kennally, former president of the Refrigeration Div., will become vice president on the executive staff and chairman of the Distribution Committee, which is Philco's top level policy committee on distribution planning for all products.

Raymond B. George, who joined Philco in 1936 and in 1950 was named vice president-merchandising of the Television and Radio Div., in which capacity he will direct sales activities of the division as well as all product development of the line.

John Kuneau, while retaining his

post as vice president on the executive staff in charge of public relations, will also serve as chairman of the newly-formed Merchandising Committee for television and radio activities, reporting directly to Larry F. Hardy, president of the division.

John L. Utz, in field sales for 14 years as a district representative and division manager, has been advanced to sales manager of television.

John J. Moran will continue as national sales manager of radio.

Since joining Philco in 1926, Otter has achieved a series of successes in various sales capacities and has played an important role in the post-war growth of the Philco organization. He was appointed to the board of directors in 1950.

Kennally is a Philco veteran with 27 years of experience in the development, manufacture, and distribution of Philco products. He was transferred to Philco headquarters as general sales manager in 1935, after serving for 11 years in the field.

He became vice president in charge of sales in 1941, and vice president and assistant to the president in 1948. Immediately prior to being made president of the Refrigeration Div. in 1949, Kennally devoted most of his time to the Electric Range Div.

Shortly after becoming a salesman for the New York wholesale distributing organization of Philco in 1936, George was advanced to manager of tube sales and later organized the branch's first Accessory Div. He joined the Army in 1942, serving for three years.

In 1945, when he returned from war service, George was promoted to national sales manager of the Philco Accessory Div. with headquarters in Philadelphia. In 1947, he was appointed sales promotion manager. In that capacity he was responsible for planning and supervising the company's promotional activities, as well as directing conventions.

Ogilby, manager of television sales prior to his appointment as a vice president in 1949, joined Philco in 1931 as a sales representative in the New York Div. of Philco Distributors, Inc. Four years later he became sales manager in Brooklyn, and in 1936 was named New Jersey sales manager for the branch. The following year he was placed in charge of sales of Philco Distributors, Inc., New York City, the company's largest wholesale distributing operation.

He served as general manager of the Philadelphia Div. of Philco Distributors from 1938 to 1945. In the latter year he returned to New York as general manager of that branch and served in that capacity until May, 1947, when he became sales manager of the Radio Div. and then manager of television sales.

Kuneau joined Philco at the end of 1950 after considerable experience in merchandising, advertising, and distribution. For 10 years he was associated with J. Walter Thompson Co. as vice president and account executive on the Ford Motor Co. and Eastman Kodak accounts.

For the past six months Utz has served at headquarters as special television representative.

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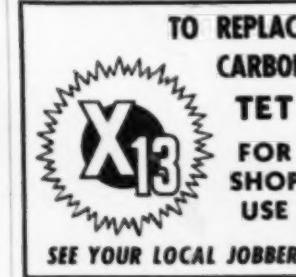
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SERVICEMAN STUMPED BY 'NEW' DEFROST METHOD

Bradenton, Fla.

Editor:
Your publication often carries articles in which Paul Reed advises us poor suffering servicemen. Now, not so long ago we reoperated a sealed unit for a customer and being a widow (the customer) we should have known better. Every conceivable complaint sizzled in over our phone. From, "noisy—keeps me awake nights—not level—too cold—too warm—runs too much—doesn't run enough," on up and down the line to the one that came in today—and stumped me.

After 20 odd years in this "patch and pray" business, I don't like to be stumped. So I am writing you.

I answered the phone and got as pretty a five minute ear bending as you ever heard. The final decision seemed to be—she put a pan of hot water in the evaporator to defrost at 9 a.m., refroze all the food, and left the door open. At 12 noon she called me to complain that the evaporator still had ice on it—the hot defrost water was no longer hot—in fact, it was rapidly turning to slush ice. The food long since was getting quite warm, on the kitchen table. I asked her if she had turned the machine off and she said no. She had defrosted for 14 years and never turned it off. So I am stumped!

A. R. POOL

THEATER HEAT PUMP STORY GOES OVERSEAS

Chrysler Corp.
Export Div.
Detroit, Mich.

Editor:
Thanks for the publication of the Hong Kong theater heat pump story in the Dec. 31 issue.

I am making arrangements to send a few of these copies overseas, to a few of our Airtemp distributors who are not subscribing to the NEWS. Most of the Airtemp distributors are subscribing to your publication however, in an effort to keep up to date on modern trends of the industry.

KEN L. CRAPEAU,
Airtemp Sales Manager,
Export Division

'COINCIDENCE' EXPOSES FRIEND, POST OFFICE

Oklahoma City, Okla.

Editor:
On Sept. 28th, a friend of mine asked that I make a three minute talk to a dinner club. In fact he had already selected a subject and had it typed out for me, so being a good yes man, I promised.

Gave the talk on Tuesday night

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TRY TO CORRECT MISUSE OF 'MARKET RESEARCH'

Barrington Associates, Inc.
New York, N. Y.

Editor:
You may recall that three years ago when Barrington was surveying the market for room air conditioners, we had a very helpful discussion in your office for an hour or so.

In the Nov. 26 issue, you gave an interesting editorial on "Ways of Evaluating Independent Research."

We are concerned over the misuse of Marketing Research—particularly from the incompetent "Charitan" standpoint, and from the "market research entree to make a sale" standpoint. In fact, we are cooperating with the Association of Consulting Management Engineers, the American Marketing Association, and others to try to stamp out such practices.

WALTER P. KUENSTLER

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F. B. Connelly Firms Name G-E Credit Corp. Opens 3 New Vice Presidents 2 New Headquarters

SEATTLE—The directors of the F. B. Connelly Co. and the Connelly Acceptance Corp., associated Pacific Northwest organizations with headquarters here, have elected three new officers.

Eldon N. Dean and Richard L. Connally have been named vice presidents of the merchandising company. Clayton W. Nixon has been elected vice president of the Connelly finance organization.

Connally has also been named treasurer of the Connelly Acceptance Corp. Dean was previously sales manager of the merchandising company.

The two Connelly organizations collaborate in the distribution and financing of dealers sales of appliances, television, and housewares throughout Washington and Alaska. An associate enterprise, the F. B. Connelly Co. of Oregon, serves that area from its headquarters in Portland.

Possibly the friend who handed it to you on Sept. 28 gets better service from the Oklahoma City postmen.

EDITOR

'OLDEST REFRIGERATOR' DERBY GETS 'NEWS' ASSIST

Strong, Carlisle & Hammond Co.
Cleveland, Ohio

Editor:
As you know, the Philco Corp. has just successfully wound up the greatest promotion in the form of the "Oldest Refrigerator Derby" that I believe was ever used by any manufacturer.

We as distributors of Philco merchandise in a large metropolitan area were completely flooded with the tremendous amount of entries received. To us the most important phase of completing this promotion was the correct separation of the bona fide old from the assumed old refrigerators.

Philco furnished us with quite a bit of information, and we were able to secure quite a bit from public libraries. However, the coup-de-grace was in the receipt of the Silver Anniversary copy of AIR CONDITIONING & REFRIGERATION NEWS. Through this medium we were able to determine in many cases the actual time that manufacturers started to make a given box, and, of course, the list of manufacturers who were no longer in business was of inestimable help. You could not have timed an issue any better had you tried.

May we say thank you for your timely help, and may AIR CONDITIONING & REFRIGERATION NEWS have many more Silver Anniversaries.

WM. C. MORCH,
Sales Manager, Refrigeration

Jahant Gets Deepfreeze Sales Development Post

NORTH CHICAGO, Ill.—James H. Jahant has been named to a special sales development post with the Deepfreeze Appliance Division of Motor Products Corp., Ben G. Sanderson, general sales manager, announced recently.

During the past three years Jahant was a district sales promotion manager for the Westinghouse Electric Supply Co., Chicago.

NEW YORK CITY—Establishment of new representation in Wichita, Kan., and Portland, Me., has been announced by the General Electric Credit Corp.

Clarence J. Gideon will headquartered in Wichita serving the southern and western Kansas territory for the Kansas City office. John F. Duncan will work out of Portland in a similar capacity for Maine under the Boston office.

In a recent change Walter C. Kopper has been appointed representative in Boise, Idaho, replacing W. P. Monagle who returns to Salt Lake City as credit manager, according to the announcement.

Nelson Named Eastern Mgr. For Appliance Controls Div.

MINNEAPOLIS—Taylor G. Nelson, formerly vice president and sales manager of the Titan Valve Co., Cleveland, has been appointed eastern sales manager for the Appliance Controls Div. of Minneapolis-Honeywell Regulator Co., it was announced recently by John E. Haines, vice president.

He will be located in Honeywell's Cleveland office, and will have responsibility for the sale of water heater controls and other products of the division, except space heating controls, in the area east of the Mississippi, plus the states which border the Mississippi river on the west.

Robinson To Be Torrington Vice President of Sales

TORRINGTON, Conn.—The board of directors of The Torrington Mfg. Co. have elected Dudley B. Robinson to the position of vice president in charge of sales, it was announced by S. W. Farnsworth, president.

Robinson joined Torrington in 1949 as sales director of the air impeller division and had advanced to position of general sales manager, prior to this election.

A Dartmouth college graduate, Robinson had previously been affiliated with The Warren McArthur Corp., The General Fireproofing Co., and was at one time, vice president of Harding Bros., Inc. of Chicago.

Torrington manufactures propeller-type fan blades and centrifugal blower wheels and rolling mill equipment for ferrous and non-ferrous metals, as well as slab molds and spring making machinery.

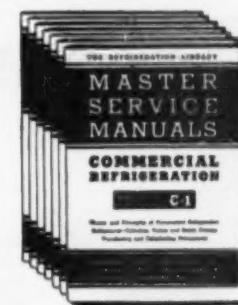
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MANUAL NO. C-2—Installation and service methods. Detailed information on commercial condensing units and their component parts. Water regulating valves, both electric and pressure-actuated types. Flooded evaporators and low side float valves. Two-temperature flooded systems. 112 pages. 108 illustrations. Price \$1.50.

MANUAL NO. C-3—Installation and service methods continued. Chapters on expansion evaporators, including blower units and all modern types. Thermostatic and temperature controls. Refrigerant control valves. Electric motors, starters, overload relays. 144 pages. 116 illustrations. 7 tables. Price \$1.50.



Soda Fountain Refrigeration

by Arch Black and Dean C. Seitz

MANUAL NO. SF-1—Development of mechanical refrigeration applications for ice cream cabinets, soda fountains, creamer units. Two-boiler creamer units—construction, installation, service. Thermo-syphon systems for one and two-boiler units. Service. Three-boiler soda fountains. Pressure and temperature valves. Refrigeration of jar enclosures. Methods. Service valves and controls. Liquid Carbonic fountains—installation, operation, service. Direct expansion Russ fountains. Service complaints, remedies. 104 pages. Price \$1.50.

MANUAL NO. SF-2—Bastian-Blessing 1936 and 1937-38 hookups, using Frigidaire water coolers, complaints, and remedies. Brunswick-Balke-Collender 1936-37 and 1938-39 hookups, using Temprite flooded-type coolers. Pressure and expansion valves. Accessory fixtures multiplexed to fountains—sandwich tables, back bar base, fountainettes, Bob-tail units. Calculations and tables for determining load requirements, condensing unit sizes. Carbonator construction and service. 96 pages. \$1.50.

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Appliance Wholesalers' Sales Drop 10% for First 11 Months of '51

Parts Wholesalers' Business 2% Better In Same Period, Nov. Inventories Increase

WASHINGTON, D. C. A drop of 11% in sales of appliances and specialties wholesalers for November as compared with the same month in 1950 was reported by the U. S. Bureau of the Census recently.

The bureau also reported that November sales by refrigeration equipment and parts wholesalers were down 6%, from the previous November.

For the first 11 months of the year, sales by appliance and specialty wholesalers were down 10% from the preceding year. November sales were 2% under those of October.

Inventories at the end of November were reduced 3% from October but were 8% larger than in November, 1950.

Refrigeration equipment and parts wholesalers spent business for the first 11 months of 1951 2% better than for the same period in 1950. November sales were off 6% from October. There was no change in inventories from October, but they were 2% larger than in November, 1950.

MISSING SOMETHING?

More and better useful information is yours for the asking. See "What's New" page.

Kind of Business and Geographic Division

| Kind of Business and Geographic Division | Per Cent Change Nov. 1951 from Nov. 1950 | | | | | | Nov. 1951 Panel | | |
|--|--|-------------------|--------------|--------------------------|----------|-----|-----------------|--|--|
| | 11 Mos. from Oct. | 11 Mos. from Oct. | No. of Firms | Dollar Values (add \$60) | Reported | Log | | | |
| Appliances and specialties wholesalers | -11 | -2 | -10 | 117 | 28,898 | | | | |
| New England | -12 | -2 | -1 | 12 | 2,141 | | | | |
| Middle Atlantic | -17 | +1 | -10 | 25 | 11,142 | | | | |
| East North Central | -18 | -9 | -12 | 20 | 2,882 | | | | |
| West North Central | -9 | -11 | -7 | 18 | 2,129 | | | | |
| South Atlantic | -8 | -10 | -13 | 17 | 3,542 | | | | |
| South Central | +1 | -7 | -18 | 8 | 1,141 | | | | |
| Mountain | +11 | +18 | +1 | 7 | 1,210 | | | | |
| Pacific | +2 | +5 | -13 | 15 | 3,521 | | | | |
| Refrigeration equipment parts (com'd) | -6 | -6 | +2 | 64 | 1,828 | | | | |
| Middle Atlantic | -5 | +4 | -10 | 14 | 742 | | | | |
| East North Central | -19 | -20 | -6 | 22 | 231 | | | | |
| South Atlantic | +7 | +3 | +8 | 15 | 410 | | | | |
| Pacific | -10 | -22 | +8 | 7 | 141 | | | | |

Inventory, End-of-Month (At Cost)

| Kind of Business and Geographic Division | Per Cent Change Nov. 1951 from Nov. 1950 | | | | | | Nov. 1951 Panel | | |
|--|--|----------------|------------------------|--------------------------|----------|-----|-----------------|--|--|
| | from Nov. 1950 | from Nov. 1951 | No. of Firms Reporting | Dollar Values (add \$60) | Reported | Log | | | |
| Appliances and specialties wholesalers | +5 | -3 | 80 | 26,165 | | | | | |
| New England | -2 | -6 | 10 | 1,262 | | | | | |
| Middle Atlantic | +19 | -4 | 12 | 6,775 | | | | | |
| East North Central | +17 | -3 | 16 | 4,252 | | | | | |
| West North Central | -13 | -5 | 11 | 3,508 | | | | | |
| South Atlantic | +19 | -2 | 16 | 3,803 | | | | | |
| South Central | -8 | -2 | 6 | 1,095 | | | | | |
| Mountain | -2 | -15 | 7 | 1,358 | | | | | |
| Pacific | +9 | +1 | 11 | 2,513 | | | | | |
| Refrigeration equipment parts (com'd) | +2 | 0 | 53 | 3,928 | | | | | |
| Middle Atlantic | -1 | +6 | 11 | 1,152 | | | | | |
| East North Central | -3 | -1 | 17 | 836 | | | | | |
| South Atlantic | -6 | -2 | 15 | 896 | | | | | |
| Pacific | +10 | -5 | 6 | 429 | | | | | |

"Easily understandable...
and a great aid to service engineers"

REFRIGERATION PROBLEMS AND THEIR SOLUTION

by Paul Reed



Him, you'll find reading these refrigeration problems. Conveniently cross-indexed for instant use, "Refrigeration Problems and Their Solution" can provide "the missing link" in your search for authentic advice on "how to make it work."

VOLUME 1

Measuring Temperature; What Heat Is; Temperature-Pressure Relationships; Components in the Compression Cycle; Expansion Valves and Their Properties; Capillary Tube; Float Valves; Heat Exchangers; Oil-Refrigerant Mixtures; Control Settings; Air Circulation; Multiple Systems; etc.

VOLUME 2

Condensers; Compressor Shaft Seals; Defrosting Evaporators; Compressor Oil; Charging Refrigerant; Humidity and Air Circulation; Carbon Dioxide; Use of Gauges; Trouble-Shooting; Preventive Maintenance; Control of Moisture; Leaks; Care of V-Belts; Lapping Seals; Plates; Service Charts.

VOLUME 3

Lost Time and Short Cuts; Refrigerants and Tables; Mollier Chart; Two and Three Stage Compression; Leaks and Moisture; Electric Currents; Single and Three Phase Systems; Motor Troubles; etc.

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Handy, practical, reference information for the refrigeration service engineer, "Refrigeration Problems and Their Solution" is written and illustrated so as to be of interest to salesmen, users, and others who want a fuller knowledge of refrigeration.

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books the next best thing to a person-to-person chat about your refrigeration problems. Conveniently cross-indexed for instant use, "Refrigeration Problems and Their Solution" can provide "the missing link" in your search for authentic advice on "how to make it work."

VOLUME 4

Cleaning Parts Before Repairs; Compressor Noise; Compressors in Parallel; Frozen Compressors; Service Problems; Overloaded Motors; Making Money in the Service Business; Absorption; Evaporative Cooling; The Heat Pump; Comparative Cost of Fuels.

VOLUME 5

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State.....

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Chicago Electric Assn.

Annual Meeting Date

Set for Jan. 23

CHICAGO—The Electric Association of Chicago will hold its annual dinner meeting for members and their wives in the Terrace Room of the Morrison hotel on Wednesday, Jan. 23, it was announced by Association President Harry Alter. The Harry Alter Co.

A full evening of entertainment has been scheduled, including music during cocktails at 5:30 and dinner at 7, followed by a headline stage show. After the show, music for dancing will continue until midnight.

To get away from the formal type of program, Alter said, committee reports will be included in souvenir dinner menus, and members may read the reports at their leisure. The only "serious" business of the evening will be the introduction of the 10 individual prize winners in the Big-Ten Sales Booster Contest, and the announcement of the grand prize winner chosen from among them who will be presented a cash prize for \$400.

Ewert To Manage Office Sales for White-Rodgers

ST. LOUIS—Jack Searia, vice president in charge of sales of White-Rodgers Electric Co., has announced the appointment of Richard H. Ewert as general manager, office sales division. His responsibilities will embrace all inside sales activities.

Ewert was formerly assistant sales manager and mechanical engineer of Illinois Gear and Machine Co., Chicago, and more recently was staff engineer, Barco Mfg. Co., Chicago. He is a graduate of Illinois college, Jacksonville, and of Massachusetts Institute of Technology in mechanical engineering.

G-E Vacuum Cleaner Display

Unit Permits Customers To Prove Cleaner's Efficiency

BRIDGEPORT, Conn.—A new demonstration and display unit, where sales prospects can actually test vacuum cleaner efficiency, is being made available to General Electric distributors and dealers.

Occupying a floor area of only 4 by 2½ ft., the unit consists of a modern, natural-wood table with a full-length display shelf; a rug; and a kit containing dust, grit, and lint for demonstration purposes.

For a one-minute sales demonstration, the salesman needs only to sprinkle dirt on the rug, vacuum clean part of it, then allow the prospect to test the cleaner on the remaining soiled portion.

The table and rug are priced at \$39.50. No charge is made for the demonstration kit.

SLANTS

on Service

"Slants on Service" is a new "package" devised by the NEWS to meet the needs of its busy readers in the service and contracting business.

New Replacement Control Must Be Right Side Up

New replacement control which Westinghouse is beginning to introduce for most models of its refrigerators in the M line type being used in current models.

Relays employed in these controls are of the solenoid type, which means that these new replacement controls must always be mounted right side up if they are to work properly. Should the word "top" not appear on the control, the elongated hole or slot is always on the top and will indicate to the serviceman which way it should be installed.

The new control has special mounting brackets, and in some types beveled gears, to adapt the M type control for the various replacement models.

Several Causes Can Make Overload Stop Compressor

When the compressor is kicking off on overloads, the serviceman would do well to check the following, suggests T. A. Williams of Worthington:

Is the unit getting enough water? Are the water lines large enough? Are the belts too tight? Are the power lines large enough? Could there be a loose contact or a defective relay? Is the system overcharged? Are the filters dirty?

Voltage and current supply should be checked against the name plate rating, Williams advises. Water supply should also be checked by taking readings of inlet and outlet temperatures as well as g.p.m. This data should then be compared with unit specifications and readings taken at time of installation.

Admiral To Sponsor Radio, TV Coverage of 2 Sports Events

CHICAGO—Sponsorship of the radio and television coverage of two sports events in 1952 has been renewed by Admiral Corp., Seymour Mintz, advertising director, announced.

Admiral has purchased exclusive rights to the Chicago finals of the Golden Gloves boxing tournament to be held March 7, 1952, and to the All-Star football game to be played here on Aug. 15, 1952.

According to Mintz, the telecast will be transmitted coast-to-coast over DuMont facilities, while the Mutual network will carry the broadcast of both events.



(His business paper

... of course)

This business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. It's a paid circulation paper that must earn its readership by its quality. And it's one of a leadership group of business papers that work together to add new values, new usefulness, to make the time you give to your business paper profitable time.

Air Conditioning & Refrigeration News



What Was New

At the Winter Marts



This 9-cu. ft. Gibson refrigerator features a 45-lb. full width Freez' Locker, full width quick-chill tray, glass crisper chest, and tilt-out vegetable storage basket.



New dehumidifier introduced by Victor Products Corp. features compact design, will retail for \$123.50. Constructed to remove 3 gals. of moisture from the air in 24 hours, the Victor dehumidifier measures 13½ in. wide, 13½ in. deep, and 18½ in. high.



The Westinghouse double-oven Commander range features the "Super Corox" unit that comes to red hot heat in 30 seconds.



The 4-cu. ft. "Quicfrez" upright home freezer introduced by Sanitary Refrigerator Co. of the marts occupies 4½ ft. of floor space and will retail at \$197.50. It is 24 in. wide, 28 in. deep, and 38½ in. high.



Westinghouse "Debonair" 16-in. floor fan, which can circulate 2,700 c.f.m. of air in all directions, stands 20 in. high and has a 22-in. flat top surface which enables it to double as a coffee table. A specially designed Micarta plastic serving tray may be tucked away beneath the fan's top plate. Fan sells for \$54.95; serving tray for \$9.95.



New Westinghouse dehumidifier which removes 3 gals. of moisture from the air in a day stands 2 ft. high, weighs 100 lbs., has styled cabinet. Available as an accessory is a timer clock which turns the unit on and off for predetermined periods each day.

Inventory Surplus WANTED

We will buy for cash your excess inventories of compressors, motors, belts, fittings, controls, or other equipment. Send details.

HARWOODE EXPORT CO.
438 Lafayette Street
New York 3, N. Y.

Coolerator Meeting--

(Concluded from Page 1, Column 2) counterbalanced lids, cylindrical lock built into a chrome and gold latch handle, ebony-moulded collars permanently vapor-sealed to the cabinets, interior light, wire baskets, leveling gliders, a new "handy-stor" divider separating the bulk storage compartment in the bottom of the cabinet into four sections, and a "porta-tray" for extra storage space and for carrying foods to and from the freezer.

For normal storage the freezers operate at zero but will produce -10° for quick freezing, according to the company. "Child-proof" temperature controls cannot be accidentally turned off unless the unit is disconnected from its power source. Coolerator said.

Model FA-105 has a ½-hp. compressor using "Freon-12" and a static condenser, and will hold more than 365 lbs. of food. The other two freezers are powered by ¼-hp. compressors using "Freon-22" and fan-cooled condensers. Model F-130 stores 450 lbs. of food and model FA-184 640 lbs.

The cabinets are lined with 4 in. of insulation said to be "jet packed" under pressure to prevent sagging and bald spots. Excessive packing of bottom insulation when the freezer is filled to capacity is reportedly prevented by a suspended liner.

Each model carries a 5-year warranty. In addition, the company provides a free 5-year protection policy against food loss due to mechanical failure. The policy with model FA-105 is for food loss up to \$150, that with model FA-130 for loss up to \$175, and that with model FA-184 for loss up to \$200.

Rees said Coolerator would show eight new ranges and seven "completely new and highly styled" refrigerators at the Feb. 22 meeting. The new refrigerator line will also include several automatic defrost models.

Introduction of the new line will mark the completion of the first phase of the Coolerator expansion program. The second phase, a record national advertising campaign, was launched in December under the sponsorship of IT&T, who purchased the Coolerator Co. in August.

Full page, full color, electric range advertisements appeared in the *Saturday Evening Post*, *Ladies Home Journal*, *Good Housekeeping*, *Better Homes & Gardens*, *McCall's*, *Farm Journal*; and black and white insertions appeared in *Time*, *Newsweek*, and *U. S. News and World Report*.

This ad program will be continued showing full page color ads of the new freezer line which is available for immediate delivery.

Further expansion plans will be announced at the February conclave with the introduction of a complete new merchandising and sales promotional program spearheaded by an even more intensified national advertising schedule, Rees stated.

N.Y. BBB Moves Against Misleading Ads--

(Concluded from Page 1, Column 2) review and discuss with the bureau current advertising practices and will hold hearings in instances where an advertiser disputes a charge by the bureau of violation.

The second main element of the plan is the placing of direct responsibility on all advertisers to provide substantiating proof to the bureau for any advertising claims that may be questioned.

It also makes clear that if the procedures of self-regulation are not observed by the individual advertisers the bureau will take such steps as may be deemed appropriate, including publicity and referral to law-enforcement authorities, to protect the public interest.

The plan was developed in a series of meetings with advertising executives of metropolitan newspapers, major television and appliance distributors, and a representative cross-section of retailers. In operation it would work as follows:

Any advertiser whose advertisement is considered in violation of a particular standard will receive a registered letter from the bureau advising of such violation and requesting written assurance within 72 hours it will be discontinued.

Copies of the bureau's letters will be sent to all advertising media carrying the offering, as will a copy of the advertiser's reply. If the advertiser believes his offering to be



Perfection Range Model L 300

Perfection Announces 2 Budget-Designed Electric Ranges

CLEVELAND—Styled for budget-minded shoppers are two new electric ranges currently being announced by Perfection Stove Co. One is a 40-in. model, the other 36 in. wide.

Model L 401, the 40-in. range, has a divided-top, four-fast-heating double-coil Chromalox surface units, one a 6-in., 1,600-watt "High-Power" unit, each with seven heat settings; and a 6-qt. multi-use deep-well cooker with an auto-lift element.

The "Flavoramic" oven has electric clock and timer for fully-automatic operation. The broiler on the range is placed at a convenient height for efficient operation. The concealed bake unit is 2,100 watts and the broiler unit, 3,000 watts, according to the company.

There's an extra-large food-warming drawer, heated by a 400-watt unit with manual switch, and drawers for utensil storage.

A manual "time-chime" is located on the control panel along with both standard and clock-controlled electric outlets.

The model L 401 is finished in white titanium porcelain enamel, has an exclusively-designed streamlined surface lamp which illuminates the control panel and cooking top of the range.

The 36-in. model L 300 is also a divided-top range, with four Chromalox surface units with capacities from 1,250 to 2,100 watts.

There's a banquet-size oven, with automatic heat control and a smokeless broiler adjustable for fast or slow broiling.

A large double compartment to the left of the oven-broiler provides storage space for the tallest kettle. Available as an accessory is a lamp which illuminates the surface of the range.

Like the 40-in. range, model L 300 is finished in white titanium porcelain enamel.

The L 401 is priced at \$299.95 and the L 300 at \$184.95. Both prices include Federal excise tax.

Kalamazoo Directors O.K. Sale of Stove, Range Business to Kelvinator

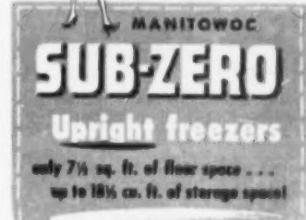
KALAMAZOO, Mich.—Directors of Kalamazoo Stove & Furnace Co. have approved the sale of the firm's stove and range business to the Nash-Kelvinator Corp. and stockholders will vote on the proposal on Jan. 25, the company reported recently.

Under terms of the sale, Nash-Kelvinator would get the firm's tools, dies, assembly, and checking fixtures on both the 30 and 40-in. gas and electric ranges, the in-process and purchased parts inventory for the 30-in. series, some 3,900 finished 40-in. ranges, some 4,000 ranges in process and yet to be made, and a quantity of sheet steel and enameled iron.

Nash-Kelvinator would not get the right to use the Kalamazoo name, however. Nash-Kelvinator would be required to transfer operations to its own plants by March 1.

Kalamazoo will continue to manufacture furnaces and some defense items. Directors report that the company's range business over the past three years and 11 months has been poor. Net loss from the range business in the first 11 months of 1951 amounted to \$290,629 as compared with an over-all net loss of \$158,721 for the company.

JUST ASK US!
Turn to "What's New" Page for useful information on new products.



There's a real premium on floor space in most homes these days. That's one big reason why Mr. and Mrs. America are buying more Sub-Zero freezers than ever before. They save lots of space... and have their frozen foods at their finger tips (instead of having to "dig" for them). No wonder that Manitowoc Sub-Zero has become such a popular and profitable line to handle!



Look at these features!

★ Clean, Simple Design

★ Separate Compartments

★ Cold-Hold Inner Doors

★ Thermo Seal Protection

★ Fiberglas Insulation

★ Sealed-for-Life Compressor



Gentlemen:
Please rush me all the facts on your Sub-Zero freezers and the new Ten-Ten combination.
Name _____
Title _____
Company _____
Address _____
City _____
 Distributor Dealer
A-1
MANITOWOC EQUIPMENT WORKS
A Division of Manitowoc Manufacturing Co.
MANITOWOC, WISCONSIN

Government Contracts

PROCUREMENT INFORMATION

The following is a list of proposed procurements issued by the various indicated U. S. Government procurement offices. This list is compiled and made available daily on a free pick-up basis. Prospective bidders may obtain complete bid sets by a request to the Procurement Information Service, Room 100, 10th floor, this Synopsis. Be sure to identify completely the bid invitation you wish by including in your request the item description, the invitation number or reference number and the opening date.

DEPARTMENT OF DEFENSE

It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following: Air Force Materiel Command; Air Materiel Command Center; Detroit Arsenal; Frankford Arsenal; Picatinny Arsenal; Raritan Arsenal; Rock Island Arsenal; Springfield Armory; Watertown Arsenal; and Watertown Arsenal. Complete information on any purchase listed by any of those offices alone can be obtained from the Ordnance District Office nearest you. Its address is on file in your nearest Department of Commerce Field Office. Do not assume an Ordnance District Office has information on a purchase unless it is listed by one of the above-named offices. **Ordnance District Offices do not have information on any other purchases.**

Invitations for bids numbers will be followed by the letter "B." Requests for proposals or quotations will be indicated in this column by the letter "Q," or, if numbered, the number will be followed by the letter "Q."

| Description | Quantity | Invitation No. | Opening Date |
|---|----------|----------------|--------------|
| Commanding Officer Detroit Arsenal Centerline, Michigan | | | |
| Valve assy drwg nr B7088627 1833 ea rev 3 did 3-10-48 pt nr 70886 | 1833 ea | 52-132B | 4 Feb 52 |
| 27 commer pack | | | |

| Description | Quantity | Invitation No. | Opening Date |
|--|----------|----------------|--------------|
| Chicago Quartermaster Depot, Quartermaster Purchasing Division Chicago, Illinois | 317 ea | 52-846B | 5 Feb 52 |
| Refrigerators and components spec mil-d-10137 | | | |

| Description | Quantity | Invitation No. | Opening Date |
|---|----------|----------------|--------------|
| Philadelphia District, Corps Of Engineers, 121 North Broad Street, Philadelphia, Pennsylvania | 3000 | (ENG-36-113B) | 21 Jan 52 |
| Valve, cylinder, gas compressed and liquefied, an- | | | |
| gas, chlorine packed type. | 25135 | (ENG-36-139B) | 21 Jan 52 |
| Valve, cylinder, gas compressed and liquefied hydrogen. | 10988 | (ENG-36-139B) | 21 Jan 52 |
| Valve, cylinder, liquefied metal chloride. | 5016 | (ENG-36-139B) | 21 Jan 52 |
| Valve, cylinder, gas compressed and liquefied nitrogen. | 5853 | (ENG-36-139B) | 21 Jan 52 |
| oil pumped. | | | |

IMPORTANT REPRINTS FROM

Air Conditioning & Refrigeration News

At your request, AIR CONDITIONING & REFRIGERATION NEWS is featuring reprints of articles which have appeared in the NEWS. Each is a virtual treasure chest of information and new ideas. You'll agree they're easy to understand and a pleasure to read . . . worth many times over their small price.

The World Market for American Air Conditioning & Refrigeration Equipment, by Eugene Hess, University of Detroit instructor, formerly with Chrysler Export Corporation, provides trustworthy information on the most profitable export markets, foreign currency exchange difficulties, and trade restrictions for over 100 regions; the only analysis of export sales of this industry available. Price \$2.00. Key 1.

Speaking About Trade-Ins relates actual experiences which prove that you can deal profitably with trade-ins. You'll like this authoritative advice on how to acquire trade-ins, how to determine value, to recondition, and the all-important factor, how to resell at a profit. Price \$.50. Key 2.

Servicing Hermetics In The Field, by Arne Fertola, includes articles published in the NEWS from April 16 through August 6 of this year. It contains factual information on how and when to repair a hermetic unit in the field—for your own information and for distribution to your servicemen. Price \$1.00. Key 3.

1951 Home & Farm Freezer Specifications provides accurate specification data to keep you informed on new freezer models. First published in 1948, these specifications have become required reading by manufacturers, distributors, and salesmen. Price: \$1.00. Key 4.

Refrigeration Problems and Their Solution, by Paul B. Reed, is a series of five volumes written in the simplest possible terms. Each is cross-indexed for instant use—an invaluable source of information. J-1, J-2, J-3, J-4, J-5. Price: \$1.50 each.

Air Conditioning & Refrigeration News
450 West Fort Street
Detroit 26, Michigan

Gentlemen:

Please send me prepaid the items checked below. Remittance is enclosed.

| | | |
|-----------------|-----------------|---------------|
| No. of Copies | No. of Copies | No. of Copies |
| Key 1 | Key 4 | J-3 |
| Key 2 | J-1 | J-4 |
| Key 3 | J-2 | J-5 |

| | | | |
|----------------|-------------------|------------------|---|
| Name | Company | Street | City Zone State |
| 1-21-52 | | | |

NEMA October Freezer Sales Total 60,451; 10-Month Sales Hit 651,743 Units

Summary for October and First 10 Months, 1951

Electric Farm and Home Freezers—Complete—Sales by Sizes—Units
Farm and home freezers complete with high and low side and cabinet, where 50% or more of the net cabinet capacity is designed for the freezing and/or storage of frozen foods.

OCTOBER (24 Companies)

| Sizes | Domestic (48 States and D. C.) | Canadian | Other Foreign | Total |
|--|--------------------------------|------------|---------------|---------------|
| 1. 4.9 cu. ft. and under.. | 1,444 | | | 1,444 |
| 2. 5.0 to 6.9 cu. ft. | 1,254 | | 174 | 1,428 |
| 3. 7.0 to 8.9 cu. ft. | 10,643 | 28 | 177 | 10,848 |
| 4. 9.0 to 10.9 cu. ft. | 3,862 | | 242 | 4,104 |
| 5. 11.0 to 12.9 cu. ft. | 16,045 | 104 | 185 | 16,334 |
| 6. 13.0 to 16.9 cu. ft. | 16,826 | 9 | 91 | 16,926 |
| 7. 17.0 to 20.9 cu. ft. | 7,161 | | 15 | 7,176 |
| 8. 21.0 to 29.9 cu. ft. | 1,985 | | 1 | 1,986 |
| 9. 30.0 to 39.9 cu. ft. | 176 | | | 176 |
| 10. 40.0 to 49.9 cu. ft. | | | | |
| 11. 50.0 to 59.9 cu. ft. | | | | |
| 12. 60.0 cu. ft. and over... 29 | | | | 29 |
| Total—All Models ... | 39,425 | 141 | 885 | 60,451 |
| Total Upright Models (Included in above) .. | 1,582 | | | |

FIRST 10 MONTHS, 1951 (24-25 Companies)

| Sizes | Domestic (48 States and D. C.) | Canadian | Other Foreign | Total |
|--|--------------------------------|--------------|---------------|----------------|
| 1. 4.9 cu. ft. and under.. | 4,418 | | | 4,418 |
| 2. 5.0 to 6.9 cu. ft. | 17,855 | | 738 | 18,593 |
| 3. 7.0 to 8.9 cu. ft. | 90,089 | 1,858 | 2,144 | 94,031 |
| 4. 9.0 to 10.9 cu. ft. | 54,321 | 2 | 1,061 | 55,384 |
| 5. 11.0 to 12.9 cu. ft. | 191,450 | 2,137 | 3,556 | 197,143 |
| 6. 13.0 to 16.9 cu. ft. | 187,602 | 1,282 | 610 | 189,494 |
| 7. 17.0 to 20.9 cu. ft. | 76,624 | 101 | 284 | 77,009 |
| 8. 21.0 to 29.9 cu. ft. | 13,012 | | 6 | 13,018 |
| 9. 30.0 to 39.9 cu. ft. | 2,413 | | | 2,413 |
| 10. 40.0 to 49.9 cu. ft. | 3 | | | 3 |
| 11. 50.0 to 59.9 cu. ft. | | | | |
| 12. 60.0 cu. ft. and over... 177 | | | | 177 |
| Total—All Models ... | 687,604 | 5,380 | 8,399 | 651,743 |
| Total Upright Models (Included in above) .. | 15,189 | | | |

Participating companies: Avco Mfg. Corp.; Ben-Hur Mfg. Co.; Carrier Corp.; The Coolerator Co.; Deepfreeze Appliance Div.; Motor Products Corp.; Frigidaire Div.; General Motors Corp.; General Electric Co.; Gibson Refrigerator Co.; Hotpoint Inc.; International Harvester Co.; Kelvinator Div.; Nash-Kelvinator Corp.; A. J. Lindemann & Hoverson Co.; Masterfreez Home Locker Mfg. Co.; The Maytag Co.; Norge Div.; Borg-Warner Corp.; Refrigeration Div.; Philco Corp.; Revo Co., Inc.; Sanitary Refrigerator Co.; Schaefer, Inc.; Emil Steinhorst & Sons, Inc.; Seeger Refrigerator Co.; Victor Products Corp.; Westinghouse Electric Corp.; Wilson Refrigeration, Inc.; August G. Barkow Mfg. Co. (out 4-1-51).

Ruegg Refrigeration Supply Constructing New Building

OMAHA, Neb.—Ruegg Refrigeration Supply Co. has started construction of a new building at 2002 Burt St.

Mrs. Irma L. Ruegg recently sold the building occupied by the company at 2611 Farnam St. The new one-story building will measure 60 by 132 ft. and will be of brick and tile construction, according to the re-

Mangan Joins Staff Of Distributors' Assn.

NEW YORK CITY—Appointment of Paul W. Mangan to the headquarters staff of the National Association of Electrical Distributors has been announced by Chas. G. Pyle, executive director of the association.

Mangan comes to the association from the Hotel Ambassador, Atlantic City, where he had served as director of sales. Among the duties assigned to Mangan will be the handling of all hotel arrangements for the association in connection with its conventions, area meetings, and committee meetings.

Mangan has been secretary and treasurer of the Hotel Greeters of America, and was president of the New York Chapter of the Association for three years; he had also served as an international director of the association. Prior to three years in the United States Army during World War II he had been engaged in the sales of electrical and gas appliances in New York.

Seeger 3-Month Earnings

Drop Because of Strike

ST. PAUL—Net earnings of Seeger Refrigerator Co. in the three months ended Nov. 30, 1951, were \$793,246 after provision for Federal income and excess profits taxes, compared with earnings of \$920,428 for the corresponding period last year, John S. Holl, president, reported recently.

First-quarter earnings were equal to 72 cents a share on 1,100,000 shares of capital stock outstanding, compared with 84 cents a share on the same number of shares in the comparable three months of the preceding fiscal year.

Sales were \$15,150,251, as against \$18,067,486 in the same quarter a year ago.

"The reduction in earnings for this quarter over the corresponding quarter in 1950 can be attributed largely to a wild-cat strike in our Evansville division during part of November," Holl told stockholders.

Crosley Campaign Urges Full-Line Dealerships

CINCINNATI—A campaign to urge comparisons of competitive merchandise on dealer floors is paying off in substantial increases in the number of full-line dealerships for Crosley Distributing Corp., according to W. C. Conley, vice president.

Conley made this observation at the opening of a recent two-day meeting of Crosley distributors at the Netherland Plaza hotel here. He told Crosley branch managers that full-line Crosley dealerships are "on the increase all over the country in the last two years.

"We've accomplished this without special incentive or promotion plans of any kind," he pointed out, "except to explain in a special portfolio the advantages a full line automatically offers a dealer."

Conley said that many prospective customers have been "sold" on the advantages of Crosley products when dealers place competitive models on the floor in order that features of each line may be compared.

"Many of our dealers," he declared, "have taken on our full line because of this repeated urging to compare. We are in the advantageous position of welcoming competitive compa-

nions."

The Crosley portfolio graphically illustrates 20 advantages of full-line dealership. It stresses simplification of investment and inventory, wider variety of harmonizing products, fewer financial problems by reason of volume purchases from one manufacturer, more time spent selling at retail instead of talking to many different wholesale salesmen, specialized service department, greater value from advertising and promotion, and maximum identification with a brand name.

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POSITIONS AVAILABLE

EXPERIENCED COMMERCIAL refrigeration salesman wanted for southern California-Arizona territory. Pacific Coast warehouse stock available. Right man can net \$8,000 to \$10,000 yearly. Must qualify for bond at my expense. Contact Charles R. Rogers, Western Zone Sales Manager, SHERER-GILLETT CO., 151 Second Ave., San Mateo, California.

SALES ENGINEER—Well established firm covering Chicago and surrounding area in air conditioning and heating business requires services of an able and successful sales engineer. Must have experience and ability to engineer and sell air conditioning and heating equipment. Excellent opportunity to right party. Write and state experience and background. UTILITY SALES & ENGINEERING COMPANY, 950-60 Madison Street, Oak Park, Illinois, or phone Columbus 1-4676.

INTERESTED IN aggressive combination sales and service distributors throughout country for established line of truck and trailer refrigeration, combining cooling and heating cycle. Contact desirable in trucking industry. Rapidly growing field. Good profit. Give full details of your sales and service facilities. BOX 3876, Air Conditioning & Refrigeration News.

SALESMAN—MIDDLEWEST manufacturer complete line refrigerated display and storage equipment, national distribution, opening for an experienced salesman. Selling dealers, distributor and food chain. Must be willing to travel extensively. Selling record essential. Industry experience desirable. Attractive salary proposal with a future. Write BOX 3894, Air Conditioning & Refrigeration News.

SALES & DEVELOPMENT engineer. Manufacturer of refrigerator parts and stampings located Detroit, has opening for technical graduate with some experience and pleasing but forceful personality. Permanent. Attractive future. State experience and minimum salary. BOX 3904, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

FOR SALE surplus of brand-new air conditioning coils, 10-15-20 tons, with expansion valves, manufactured by a well known company, or will trade for 3 and 5 ton coils. Write, AIR CONDITIONING ENGR. CO., 2116 Locust Street, St. Louis, Missouri.

MINCERIAEUS

OLD T. E. valves, controls, and water valves bought, sold or repaired. One year guarantee on all repaired jobs. Good prices paid for old valves. Contact ATLANTIC REFRIGERATION EQUIPMENT COMPANY, 529 E. Thompson St., Phila. 25, Pa. Phone GARfield 6-6722.

NARDA Meeting Hears Predictions--

(Concluded from Page 1, Column 5)

"But, please, don't stand complacently in your place of business, smoothly shaven and well pressed, and expect Mrs. America to wear out the hinges on your doors. She has become an old-fashioned housewife again; she wants to be sold, she wants to be told why, and she wants to ask questions. And you better have the answers."

E. L. Hinckliff, sales manager, Amana Refrigeration, Inc.:

"During the past six years, the food freezer has doubtless been favored with more gratuitous publicity than any other appliance within a comparable period of time."

"During this same period, this industry has floated along on a practically continuous seller's market. As a result, manufacturers, distributors, and dealers alike have, in a great many instances, become indifferent in their merchandising methods."

(In commenting on distributors, Hinckliff said they "have, in too many cases, taken the shortest and easiest path to maximum volume at minimum expense. Merchandise has, in effect, been sold to 'all comers' and little effort made to build sound, capable dealer organizations."

(He then noted that Amana is making analyses of all its own distributors in an effort to "clean up as much as possible" bad merchandising practices. He said a check of one distributor showed that more than 37% of the company's units sold by this distributor went to "one-shot" dealers. He added that only a handful of the distributor's dealers were actually franchised.)

FREEZER OFFERS BROADEST MARKET, GREATEST PROFIT

"The food freezer represents the greatest profit opportunity—the broadest market—that the major appliance business has yet seen. But the freezer market is still a 'specialty market' and the greatest rewards will go to those freezer dealers and salesmen who thoroughly inform themselves as to the freezer utilization story and the features of the product they are promoting, and then go out and sell that product by straightforward specialty methods."

H. L. Travis, Kelvinator western regional sales manager, substituting for Dan Packard, Kelvinator household sales manager, who was recovering from a major operation in a Detroit hospital:

"One out of every two refrigerators sold last year involved a trade-in. In 1952, this trade-in percentage will probably increase to at least 60%.

"With refrigerator saturation now in excess of 80 to 85%, the operation of a profitable appliance dealership will depend to a large degree on the ability of the dealer to handle replacement selling on a sound basis."

"Dealers who carefully watch the used refrigerator inventory in relation to new sales, and take in only such used equipment as can be resold at a profit, or scrap unsalable units immediately, can average their profits on the salable renovated units in such a way as to avoid serious loss, and continue to be sound operators."

DEALERS SHOULD REDUCE NUMBER OF LINES

Thomas F. Joyce, vice president and general manager, Raymond Rosen Co., Philadelphia:

"Those dealers who handle multiple lines should reduce the number of lines to certainly not more than two or three. In many cases one line will suffice."

"Do this in your interest, for you then will be able to offer your customers a complete range of models in a given manufacturer's line from which to select; you will have better and more effective salesmanship; you will reduce your inventory investment; increase your turnover; reduce your obsolescence losses; and increase your profits."

William J. Kelly, senior vice president, The Pennsylvania Co., Philadelphia:

"My opinion is that the defense effort, plus the tremendous capital goods program has formed an effective smoke screen with an apparent boom on the outside hiding real evidence of a continued reaction from the price inflation and buying spurs of late 1950 and early 1951."

"The year 1952 promises substantial defense expenditures which will

probably balance out the loss arising from the petering out of the capital goods production program. So the over-all pattern of 1952, according to the experts, should run along approximately the same plateau utilized in 1951."

"In effect that means we must expect some further uncertainty in many fields of civilian durable goods. Caution is therefore suggested in programming inventory and in developing sales schedules that call for substantial overhead commitments."

"Prices of most manufactured goods are now at levels that cannot be assailed without somebody getting hurt pretty quickly. With the high break-even points at all levels of business, volume is essential if red figures are to be avoided."

H. B. Price, Jr., Norfolk, Va., retailer who was reelected a vice president of NARDA:

CONTROL YOUR INVENTORIES OR LOSE YOUR PROFIT

"In these times of pressures, let us keep our heads and run our business on sound principles, which were good practices yesterday, today, and will be good practices tomorrow. You must control your inventory or lose control of your ultimate profits."

"In 1952 you can't buy yourself into a profitable operation. We tried that last year. You must sell yourself into that profit. However, the sales start with good inventory. Invest your money cautiously and don't buy merchandise you have neither the market for or the capacity to sell."

Richard E. Snyder, consulting economist to NARDA:

"The greatest need in the field of retailing today is for you to acquire a sounder knowledge of the basic economic facts surrounding your business operations. Knowing more about the marketing framework, the bone structure on which your own business takes its shape, may indeed provide the chief means by which you can strengthen your operating position."

Walter F. Muhlbach, president, The Institute of Cooking & Heating Appliance Manufacturers:

"Today the American public is buying more and better food than ever before, more and better clothing, more and better transportation, but most recently they are buying relatively little of the products you have available for them."

"Whether or not grass will continue to grow in the paths leading to your doors depends to some extent upon the manufacturer, but to the greatest extent upon the way you use your ingenuity and your energy in creating dissatisfaction among your potential customers with the appliances they now have or because they don't have them."

SPEAKER CITES REAL COMPETITORS

M. R. Norton, dealer sales promotion manager, Wisconsin Power & Light Co., and chairman of the dealer coordination committee, Edison Electric Institute:

"Your chief competitors are not merchandising utilities or even the appliance dealers in the next block. They are the automobile dealers, the furniture men, and the travel and recreation promoters."

"This leads me to suggest a program in which dealers can join manufacturers, distributors, and utilities so all will get better results whether utilities merchandise or not."

"Let's coordinate our major promotions . . . timing them together so we are all campaigning the same type of appliance at the same time, thus creating the maximum impact on the market."

R. M. Mitchell, sales manager, Whirlpool Corp.:

"The automatic drier is the hottest item in the appliance field today. More than 1,000,000 driers have been sold to date. It took the refrigerator almost twice as long to hit the million mark. With a market saturation of only 2.2%, there are 43,000,000 potential customers."

Dr. Allen B. Du Mont, president of Allen B. Du Mont Laboratories, Inc., urged dealers to get behind UHF television now.

Dr. Du Mont said UHF television was much closer than many realize because of intensive research and experimental work in the past three years of the "freeze." Once the freeze

is lifted, he noted, UHF telecasting and the sale of UHF receivers will become of major importance in a hurry.

He said all of the top 25 cities in the country will have UHF; all but two of the top 50 cities will have it; all but 12 of the top 200; and all but 38 of the top 320.

Glen McDaniel, president of the Radio-Television Manufacturers Association:

"Manufacturers are in general agreement as to this outlook for 1952: Television receiver inventories generally will be lower and more realistic than they were in 1951; consumer purchasing is more stable and probably will continue so, with fewer peaks and valleys than 1951; while shortages may make selling easy before the end of the year, business on the whole will be highly competitive."

In addition to Farr and Price, other NARDA officers for the new year are Phil S. Urner, Bakersfield, Calif., vice president; Kenneth J. Stucky, Fort Wayne, Ind., treasurer; and Victor Joerndt, Appliance-Television Center, Kenosha, Wis., secretary. All were reelected except Joerndt, who replaces M. E. Brundren of Chicago.

Two new directors were elected—Jack Westley, Northern Supply Co., Milwaukee, and Gross Williams, Jr., Shreveport, La.—and three reelected—Urner; Paul Detting, Jackson, Mich.; and Herb Names, Denver. A. W. Bernsohn continues as managing director.

The meeting consisted mainly of four symposiums covering sales promotion, orientation, business management, and television. It concluded with a closed "gripe session" on

what's wrong with the industry.

At the wind-up of the TV symposium, it was voted to poll association members to find out how they think television manufacturers should handle the controversial parts warranty question.

NARDA MOVING TO LARGER QUARTERS

It was announced during the meeting that expanding activities of NARDA make it necessary for the association to move to larger quarters in the Merchandise Mart.

A highlight of the convention was the annual banquet, during which 49 members were honored with certificates for their work on behalf of the association and industry. Awards were also presented to President Farr and Vice President Price, who was named chairman of NARDA's membership committee for 1952.

The banquet also featured a talk by Congressman Dewey Short (R., Mo.), who told the dealers: "The defense program is definitely going to hit you. You are going to have to get along with less radios and refrigerators." The affair wound up with a two-hour floor show.

Convention attendance reached a peak at the banquet, with nearly 400 persons present. Bernsohn said many members who had made advance registration were prevented from attending the meeting by the heavy fog which enveloped the city, causing cancellation of plane flights into Chicago.

Service Firm Chartered

NEW ORLEANS—Industries Engineering Corp. here, has been chartered with authorized capital stock of \$25,000 to engage in the sale and repair of appliances.

Textile Industry--

(Concluded from Page 1, Column 5) humidity is essential, and improving the efficiency of personnel is becoming increasingly interesting, but the plants are large and the heat loads from equipment are high so air conditioning for personnel is expensive."

Primary purpose of air conditioning in the textile industry is to control humidity, he explained, and thus various types of unit and central station humidifying equipment have been developed and used through the years in this application.

"Actually, though, there is little written knowledge about the use of air conditioning in this industry, perhaps because it is a highly competitive business with relatively few people in it," Hunter said.

"Synthetic and wool plants have used refrigeration to considerable extent, but cotton mills have not done too much yet with refrigeration. Almost all the refrigeration that is used, however, consists of central chilled water units. The air conditioning systems in the full-fashioned nylon knitting rooms must provide close control over temperature with a minimum of air movement," he added.

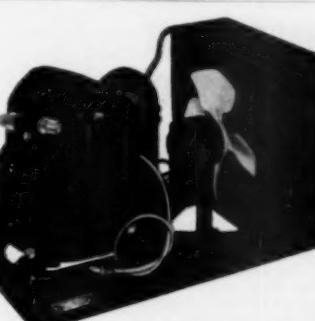
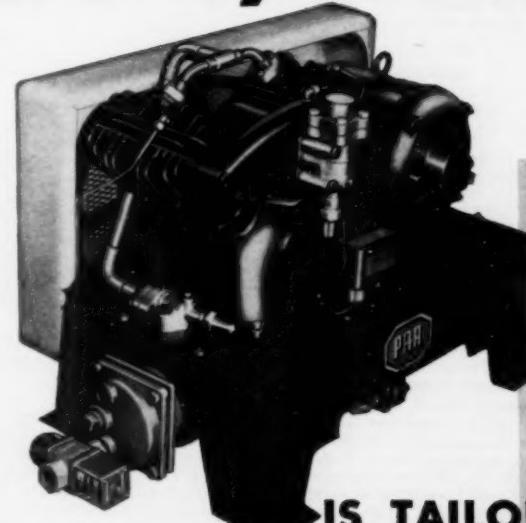
"The textile industry must recognize refrigeration as one of its production tools, but one of the problems we in refrigeration must face is that textiles are 'feast or famine.'

"This variation in the extent of operation of textile plants results in partial loads on the air conditioning and refrigeration systems. This in turn imposes a considerable problem in the design and operation of automatic controls and on large tonnage systems."

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